

BASLER

Questions & Answers:

1. When was the fashion company BASLER founded?

BASLER was founded in 1936 in Berlin. In October 2017, the BASLER trademark rights were acquired by Tristyle brands GmbH. Tristyle brands GmbH builds on the brand DNA of BASLER, developing it with a contemporary vision.

2. Where is the company headquartered?

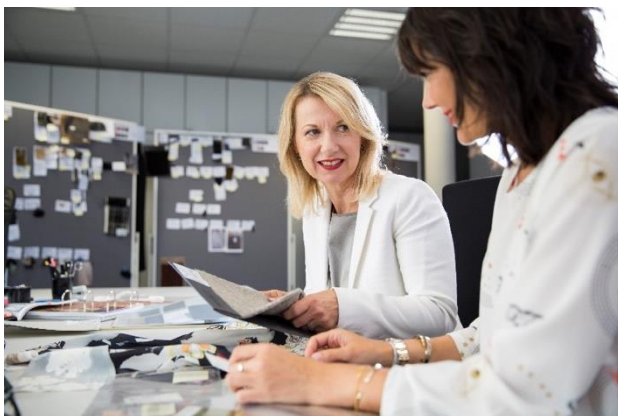
The company is headquartered in Winterbach near Stuttgart. The two design teams around designer Margarete Mack, responsible for the coordinates collection (blazers, blouses, dresses ...) and Sirid Steingrobe, outerwear designer at BASLER, work in Schorndorf near Winterbach and in Aschaffenburg.

3. What are the available product categories?

The fashion company designs and produces women's apparel. The BASLER collection consists of a coordinates and an outerwear collection that closely correspond in content. The collection focuses on the coordinates range of blazers, blouses and dresses. The outerwear collection includes wool coats and jackets, down and quilted jackets and thermal fleece jackets. Beyond that, dresses, skirts, blouses, shirts, jeans, pants and twinsets round off the assortment. In the S/S Collection 2019, the product category will be expanded to include accessories such as bags, scarves and scarves. The S/S 2019 collection comprises about 300 parts.

4. How large is the design team?

The design consists of two head designers - Sirid Steingrobe (Outerwear) and Margarete Mack (Coordinates). Both design teams work closely together.



5. What are the sources of inspiration for the designs?

The designers are inspired on their travels to Paris, London, NYC and Milan, for example. Lectures by the German Fashion Institute and the trend research by WGSN and Premiere Vision are important inputs for the colour concept of the

BASLER

collection. Innovative fabric suppliers also provide valuable information and inspiration for the development of the collection. Fashion and fabric fairs in cities like Paris, Milan or New York inspire Sirid Steingrobe and Margarete Mack.

6. What is the target group of the label?

The label is aimed primarily at sophisticated women above 55 years of age, "Best Ager" with style and quality awareness.

7. What is the price category of the women's apparel?

Most retail prices range from 99 euros to 499 euros.

8. Where is the production site?

The items are produced in Europe and Asia.

9. What are the sales channels?

BASLER has an omni-channel distribution (specialist dealers, e-commerce and mail-order companies) without own shops. BASLER is currently available from Peek & Cloppenburg, Kopenhagen, Appelrath & Cüpper, Peter Hahn, Zalando and Amazon Fashion.

10. What is the tradition & history of BASLER?

BASLER was founded as a family business in Berlin in 1936 and has developed into an international fashion brand over the course of over 80 years. The fashion is aimed primarily at sophisticated women, "Best Ager" with style and quality awareness.

11. Who is the current managing director?

Dr. Marc Barrantes, Stefan Kober and Dr. med. Daniel Gutting are the managing directors of Tristyle brands GmbH. Tristyle brands GmbH has continued the BASLER brand since October 2017.

12. What are the special features of the S/S Collection 2019?

For the season S/S 2019, BASLER will be launching a combination collection with a wide range of timeless, modern women's fashion. The offer is rounded off by a stylish, functional outdoor and a feminine capsule collection. In the coming season, BASLER ventures on to new cuts, finishes and styles. The woman over 55 is modern, wears fresh colours and has a casual-chic style. The collection will be comprised of five topics: Seabreeze, Silver Lining, Adventure

BASLER

Time, Ocean Jewel and Melting Pot. There will also be a separate outdoor collection for every season.

BASLER – Sophisticated fashion for style-conscious women

BASLER was founded as a family business in Berlin in 1936 and has developed into an international fashion brand in the course of over 80 years. The fashion primarily targets ambitious women in the "Best Ager" segment with awareness for style and quality.

As part of the TriStyle group, the history of the German label is now being brought up to date. BASLER by TriStyle Brands builds on the brand DNA of BASLER, developing it with a more modern feel. For the S/S 19 season, the company is showing, for the first time, an expressive combination collection in addition to an outdoor collection.

Multifaceted, from sporty chic to feminine elegance with charming details and colourful designs. Perfect fits meet highest quality workmanship. BASLER offers favourite pieces for self-confident women who enjoy reinterpreting timeless fashion every day.

Press contact

KARKALIS COMMUNICATIONS GMBH

Violeta Bogicevic

Siegesstraße 13

80802 Munich

Mail: y.bogicevic@karkalis-communications.com

Telephone: +49 89 218 96 455