

BASLER

ON TO NEW ADVENTURES

The BASLER Collection S/S 2019

For the S/S 2019 season, BASLER will again be launching a coordinates collection that meets all expectations with a wide range of timeless, modern women's fashion. The assortment is completed with a stylish, functional outerwear range and a feminine capsule collection. For the coming season, the designers Margarete Mack and Sirid Steingrobe will present over 300 models. In sales, these will mainly be priced between 99, - and 499, - euros. Cashmere, cotton, wool blends, viscose and eco-down in summery colours are the main materials in the designs.

The main collection is selected in five core topics:

SEABREEZE

Modern silhouettes with classic maritime-elements and trendy sportswear influences are paramount to the "Seabreeze" topic. Timelessly-beautiful stripes and polka dot designs embellish trousers, tops, jumpers and blouses. Comfortable Jersey-qualities meet elegant tweed-looks in a Chanel style and fashionable knitwear in Jacquard blend. Metal buttons in Ice-Gold, contrast piping, drape-effects, feminine bows and ruffles and sporty athleisure elements are additional eye-catchers. Fashion highlights are popular culottes, athletic joggers and wide trousers made of soft, flowing fabrics. The classic maritime topic comes into effect in terms of colours: from strong reds to navy blue all the way to white, black and light blue.

SILVER LINING

The elegant city topic "Silver Lining" convinces with modern shades of grey with a summery-fresh note of pastel pink and mint. Sophisticated silver accents in form of Lurex threads, metallic looks and discreet rhinestone applications add a touch of glamour. Popular pattern classics are relaunched: no matter whether houndstooth, minimal jacquard, a patch scarf print with flowers and a butterfly pattern, all designs are modernised. Comfortable Jersey-quality, fine-threaded wool-viscose-blends and precious silk add laid-back elegance to the slender-cut models.

OCEAN JEWEL

Discreet Safari-elements paired with inspirations from the underwater world of a coral reef are the focus of the "Ocean Jewel" topic. Soft natural colours like off-white, khaki or taupe are combined with bright coral,

BASLER

powerful green or fresh limelight-yellow. The prints show fascinating marine worlds with sea stars, corals, seagrass or shells. Paisleys, transparent sequins and small embroideries are also used. Natural fibres like linen or cotton-satin dominate the material selection, supplemented by flowing Tencel and fine viscose-mixtures. Trousers are either narrow and cropped or laid-back with printed, flowing characteristics. Linen culottes and flowy midi skirts are among the fashion highlights.

ADVNETURE TIME

Indian Hippie Chic with ethnic elements and Safari details – the name “Adventure Time” says it all. Rustic structures and linen add an innovative handmade-character to the urban looks. The colour scope includes subdued natural tones, a burnt red, yellow and coral and shades of blue. Metal effects in copper and gold round off the colour scheme. Another highlight is the bold ethnic patterns that are newly interpreted and supplemented by abstract structures with feather ornaments for the S/S 2019 season. Multicolour stripes and border prints add even more accents. The silhouettes range from A-line midi skirts over narrow, cropped trousers all the way to casual tunics or over-sized blouses.

MELTING POT

The topic “Melting Pot” describes a mixture of different colours, patterns and cultures. The focus is on the trendy print mix. Colourful tweeds, Pucci-inspired graphics, tropical flower designs, border prints, butterflies and Vichy checks are generously mixed with each other. Fascinating details like pleats, bows, ruffles, embroidery, quilted ribbons or Lurex strips complete the look. The colour scheme ranges from classic black/white over raspberry and royal blue to bright multi-colour combinations. Key styles include boxy-cut blouses, athletic polo shirts, cropped trousers, dresses in soft, flowing qualities, long knit cardigans in ajour structure and a two-coloured pleated maxi skirt.

OUTERWEAR

The outerwear collection is the ideal supplementation to the timeless-elegant looks of the S/S 2019 Collection. The offer ranges from functional high-tech-jackets with waterproof, glossy surfaces via modern light quilted jackets all the way to elegant blazer coats made of high-quality polycrpepe materials and eco-down in summery colours. Blousons made of balloon silk and changeant taffeta are part of the range just

BASLER

like athletic raincoats, parkas and feminine trench coats. The outerwear models achieve the typical BASLER look with elaborate details like ruffles along the seam, ruching on the back, piping, gold accessories or mother-of-pearl buttons. The interior: Sophisticated all-over flower prints in blue shades and classic lining in beige and black decorated with Lurex strips along the side seams finish off the outerwear styles. The colours include bright yellow, blue, red and pink as well as shades of blue. Natural colours like stone, sand, caramel or sage are also part of the collection.

CAPSULE COLLECTION

A trendy compliment to the key looks of the main collection of the S/S 2019 season is the Capsule Collection, which is made up of two parts: "Riviera Fresh" and "Summer Nights". Fresh summer colours like bright white, a golden yellow and azure blue are the focus in "Riviera Fresh". The theme also includes feminine dresses, blouses, polo shirts and popular culottes and fashionable pleated skirts. The design focus is on a floral border print and colourful stripes.

The theme "Summer Nights" includes tropical flower patterns and palm and leopard prints. Dark colours like Deep Lake Green, Cherry or black come together as the heart of this collection that offers Twinsets, culottes, shirts, skirts and trousers alongside feminine dresses.

Beyond trousers, blazers, blouses, shirts, Jeans, Twinsets, dresses, skirts and outerwear clothing, the BASLER product range also offers matching accessories like scarves, shawls and bags. The BASLER collection is available in the multichannel like for example at Peter Hahn, P&C, Breuninger, Zalando or Amazon Fashion.

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 "Silver Society" 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 coordinates collection in addition to an outerwear 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.

BASLER

Press contact:

KARKALIS COMMUNICATIONS GmbH

Violeta Bogicevic

Siegesstraße 13

80802 Munich

Phone: 089 218 96455

Mail: v.bogicevic@karkalis-communications.com