

# BASLER



## 10 QUESTIONS to ...

### Margarete Mack, Head of Coordinates Collection

Margarete Mack is an experienced personality as chief designer of the BASLER Coordinates collections. At this point in her long career, she is now in her third year at BASLER and responsible for the F/W 2020 collection, which is inspired by film classics. Six cult movies – from Charlie Chaplin's Modern Times to the romantic comedy Pretty Woman – serve as a template for successful designs. Margarete Mack's heart beats for fashion, which is unmistakably reflected in the clothing. Here she tells us about her inspirations and thoughts on the current corona crisis.

**1. The current F/W 20 collection is all about film classics. Who had this idea and where did it come from?**

**Margarete Mack:** We deliberately set meetings for brainstorming and agree on a team. For me it was important to find a general topic with a wide range to showcase the right color patterns. First, we decide on the fashion and color theme according to the current trends, then we look for a topic to present our programs and tell a story.

**2. What is your favorite movie?**

**Margarete Mack:** My personal favorite easy entertainment movie is Pretty Woman - a movie to relax and dream, with very nice outfits and great music from pop to opera.

**3. Can you give us a quick summary of the core topics and leitmotif in your own words?**

**Margarete Mack:** The core theme of the collection is casual, feminine sportiness. We have included the topic of new lengths and widths in the collection and implemented it in a way that is understandable for our customers. The matching print design underlines the message and the look.

**4. Which materials and colors are in focus of the current collection and why?**

**Margarete Mack:** Classic fabrics such as Higgins check, Glencheck and pinstripes are having a revival interpreted in a modern and contemporary way. Shades of camel and brown and chestnut are returning to fashion. Natural, soft colors form the base for combinations with fresh colors. Our customer loves color and likes to adorn herself with fashion colors like sunflower yellow, cornflower blue, pink dahlia or timelessly bright cherry red.

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5. **How do you see the interaction between the coordinates and outerwear lines at BASLER? Do you coordinate with the teams about colors and materials or do you work very independently on the respective collections?**

**Margarete Mack:** We coordinate with the color themes, including the color nuances, in order to offer our customers the perfect combination options. That is a very important point for us. We work out the color themes together. When the color concept and fabric concept are in place, we work out the topics in the respective teams. The collections are independent collections, for the customer they form a unit.

6. **Unfortunately, 2020 will go down in German history as the year of the pandemic. How did you experience these months in your day-to-day work and what changed in the collaboration? Did you switch to virtual reality formats?**

**Margarete Mack:** The months working at home and in alternating teams weren't exactly a problem. That can be organized. However, a lot of team spirit got lost. We usually spontaneously celebrate small successes, which was not possible during this period. The uncertainty as to whether the fabrics and accessories will be delivered to the producers on time overshadowed the mood and is a stressful situation. And of course, whether the collection will be ready on time. The collection handover will be done differently. We will photograph the collection, shoot videos and use this material to work with our customers.

7. **Can you give us an outlook if and how Corona will influence your designs?**

**Margarete Mack:** Corona will not affect our designs. I believe it is important to keep the spirit up with fresh colors and vivid looks. I let myself be inspired by the fashion themes every season and look forward to the implementation for our customers.

8. **Who is your personal role model/muse and why?**

**Margarete Mack:** Coco Chanel is my role model. She revolutionized fashion with jersey fabrics and new cuts that were not common at the time. She has given women more freedom in their clothing. In 1955 she designed the legendary 2.55 bag, which is still considered a fashion icon among bags and is a symbol of elegance.

9. **Is there a target group for whom you personally prefer to design and if so, why?**

**Margarete Mack:** I like to work for the modern and successful woman who knows what she has achieved in life and expresses it in her clothes. It is important to me not to design disposable fashion, but a collection with aspiration to current modernity, a very good, comfortable fit and excellent quality.

10. **What tip can you give readers for the upcoming F/W 2020 season?**

**Margarete Mack:** Boldly try out new proportions and silhouettes. Even if it is only a boxy-cut sweater. Treat yourself to a new, high-quality garment from BASLER. Beautiful fashion increases the feel-good factor and your self-confidence.

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