

BASLER

NEWLY INTERPRETED MOVIE CLASSICS

BASLER presents the A/W collection 2020/21

Shape of Water, Pretty Woman, Love Story, Bonnie and Clyde, Pulp Fiction, Modern Times – the six main topics of the new A/W BASLER collection 2020/21 are an homage to legendary movie classics. The range includes a total of 250 models with matching accessories. Classic glen check, herringbone or houndstooth are supplemented with leopard and snake prints. Nappa leather looks, bouclé jackets in a Chanel style, pleated midi skirts and straight-cut, slightly shortened trouser shapes provide enough variety. Finely tuned details like satin stripes along the sides, studs, satin trims, rhinestones or sequins underline the look. Both collections are in the middle to high price segment. Coordinates are priced from €59 to €399, outerwear from €179 to €499.

All collection pieces will be presented in the national and international BASLER showrooms beginning of the year 2020. Among them the CPD in Düsseldorf end of January 2020. All showroom dates are published at: www.basler-fashion.com/showrooms.

SHAPE OF WATER

The fantasy romance "Shape of Water" from the 1960s tells the unusual love story between a woman and an amphibian man – this is the inspiration for a new trend theme. Inspired by the protagonist's reptile-like skin, dark navy meets cool sage, birch, electric blue and off-white. The materials are softest melange yarns and bouclés with shimmering lurex threads in exciting contrast to plain jerseys, matt-gloss satin weaves and delicate Nicki velvet. Tone-in-tone prints in sage blue are finished with reptile patch elements and complemented by diagonal brush stroke checks and placed motif prints. Details such as velvety athleisure piping, iridescent mother-of-pearl buttons and shimmering sequins add fashionable accents. Blazers are one of the highlights: from light, printed ones to sporty jersey velvet finishes to elegant Chanel style jackets. A frock coat in jacquard jersey is also part of the Coordinates line. New trouser shapes in moderate width continue the look. Satin ribbons and studs show the attention to detail.

PRETTY WOMAN

After shopping on the legendary Rodeo Drive in Beverly Hills, Julia Roberts, aka Vivian, embodies the elegant look of the 1990s in the movie "Pretty Woman". Here, femininity meets masculine elements. The focus is on straight-cut blazers, pinstripe suits, shirt-blouse dresses and accentuated shoulders, which have found their way back into fashion together with a moderately oversized look. In terms of colours, neutral shades of grey set the tone. Fresh nuances such as pink dahlia and lotus rose add accents. Comfortable jersey and knit qualities enter a liaison with crepe textures, soft suede looks and denims. The prints feature modern snake prints alongside floral and ornament designs. Double-breasted pinstripe blazers, bouclé jackets with denim jacket collar, pinstripe culottes, narrow snake print trousers and soft suede joggers are characteristic for the collection. Feminine pencil skirts, blouses and sweaters come in an exciting jacquard design. Details such as lurex threads, sequins, rhinestones, studs and ribbons make these models unique.

LOVE STORY

"Love Story" is a melodrama from 1970 with beautiful outfits that shape fashion until today. For the A/W 2020 season, warm camel and brown shades in combination with classic checks

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experience a great revival. At BASLER, bright, calm colours such as macadamia, sand, nougat and off-white define the theme. Dark espresso brown and strong cornflower blue accentuate the pieces in this collection. Comfortable jerseys, noble wool blends, fine cotton corduroy and faux nappa leather bring 70s feeling to modern times. Classic herringbone and check patterns meet fantasy leopard patterns and jacquards. The new, short jacket shape is a nice alternative to the long shirt jacket, worn open and casual to slim check higgings trousers. Casual accents can be set by loosely fitting trousers with a shortened leg in a nappa leather look. An A-line skirt, also in nappa leather look, and a pleated skirt with herringbone design are available in knee-lengths. Feminine blouses with self-tie bow at the neck and shirts give the theme the finishing touch and are ideal to combine with soft, fluffy pullovers and sweaters as well as casual, open cardigans.

BONNIE AND CLYDE

Faye Dunaway and Warren Beatty portray the legendary gangster couple Bonnie and Clyde in the American drama movie that plays in the 1930s. Their look is still legendary. The characteristic higgings checks, rib sweaters and warm earth tones are trend in the A/W season. BASLER bases the theme on the basic colour night blue, which is combined with earthy chestnut, warm cinnamon, light mushroom and bright sunflower yellow. High-quality wool blends, flowing suede imitation as well as elaborate bouclés with printed ribbon yarns, mini sequins and lurex threads reinterpret the style of Bonnie and Clyde. Ornamental floral designs with chain elements, chain motifs as minimal and glen check variations are a stylish addition to the 1930s theme. The collection also includes a casually wide-cut shirt jacket in plain suede, suede jogging pants, corduroy trousers and narrow, shortened jacquard pants. Knee-length check skirts and panel skirts with an extravagant chain pattern are a feminine alternative to trousers. Ideal to match: plain blouses with decorative tucks, self-tie bows, chenille stripes or shoulders with diamond quilting. Boiled blazer cardigans, floral pullovers, diamond patterned sweaters with lurex threads and sequin embellishments, as well as fluffy Merino V-neck sweaters with overcut shoulders add a touch of playfulness to the theme.

PULP FICTION

The 1990s classic "Pulp Fiction" by star director Quentin Tarantino shows many black and white looks, while the movie poster is coloured in deep red. It is precisely this colour scheme that BASLER picks up and translates into contemporary designs that include plain jerseys with nappa details, black-and-white glen checks, and festive fabrics with leopard patterns and lurex threads. In the style of the 1980s, leather patch details on double-breasted blazers add a fashionable look and accentuate the shoulders. Loosely cut blouse blazers in a cool oversized look are worn with slim pants. The short glen check blazers made of jersey are versatile to combine. The trousers present themselves in new silhouettes with a straight cut, somewhat shortened and in small glen checks with leather stripes along the sides. A real highlight is the skirt of leopard tulle that lets the houndstooth pattern shine through. The layering effect results in an exciting 3-D look. A knit pencil skirt is also part of the collection. The blouses come with playful smoke details, embroidered Peter Pan collars, casual A-lines and layers. The knitwear range includes a short leopard cardigan with zipper and rhinestone embellishment and a long cardigan with a black and white houndstooth pattern.

MODERN TIMES

The feature film "Modern Times" created by Charlie Chaplin in the 1930s is an impressive piece of contemporary history that has lost nothing of its relevance to this day. The classic black-and-white look of the film is reflected at BASLER in a NOS range, which is complemented by decorative additions in the new season. In addition to the characteristic BASLER navy, black and off-white are

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leading the way. In addition, there are comfortable combinations of flowing qualities, consisting of two blazers, trousers and pencil skirts. A generous paisley floral design gives the looks a fashionable statement and is featured on a washable lightweight blazer, a shirt blouse and a round neck shirt with pearl embellishment. In addition, there is a feminine three-button blazer, which is an eye-catcher in a graphic black and white jacquard. A slim pintuck trouser style in a techno quality is available along with a stretchy 5-pocket style.

ESSENTIALS

For each of the six fashion themes, there are essentials from different product ranges in coordinated colours. 5-pocket trousers made of cotton blends or soft denim are as much a part of the collection as narrow pintuck techno pants. Furthermore, blouses made of stretchy silk satin and shirts with feminine ribbed cuffs are among the essentials.

SCARVES AND SHAWLS

Each trend theme is complemented by shawls and scarves, which consist either of high-quality silk-twill or soft, fine-thread modal. The distinct prints from the respective fashion themes are reflected in interesting cloth prints.

BAGS

Whether shopper, crossbody bag, carrier bag, saddle bag or backpack – in all bag styles, the prints and colours of the trend themes are picked up harmoniously and refined with logo details, leopard patches, studded stripes, snake patterns or two-tone looks.

OUTERWEAR

The BASLER outdoor collection includes 80 models based on four colour themes. While "Dark Ocean" focuses on cool tones, "Shades of Grey" focuses on masculine shades of grey mixed with feminine rosé and lotus. "Natural Shades" presents itself in warm, natural colours and stands in contrast to the trend "Black & White Graphics", which is accentuated by red nuances. The materials in the outdoor collection range from wool-cashmere blends over alpaca qualities to Teddy or faux Tuscany lamb. In addition, there are matt-gloss techno fabrics, leopard dégradées, herringbone fabrics and Chevron looks. In addition to lightweight thermal fleece and down jackets, the outdoor collection offers classic wool coats and fashionable faux fur styles.

Highlights include newly interpreted reversible models made of techno silk with a trendy diamond stitching and thermal fleece padding. Just like modern O-shape silhouettes in sporty, tone-in-tone houndstooth. A modern blazer coat in a moderate O-silhouette made of voluminous wool alpaca mix is one of the key looks of the season.

BASLER – Sophisticated fashion for stylish women

BASLER was founded as a family business in Berlin in 1936 and has developed into an international fashion brand these past 80 years. The fashion is aimed primarily at sophisticated women over 45 with a sense for style and quality. Each season, the company presents an expressive outerwear and coordinates collection. Nappa leather looks, Chanel style bouclé jackets, pleated midi skirts and straight-cut, slightly shortened trouser styles add variety. Expressive prints and a perfect fit meet high quality materials. BASLER offers favourite pieces for self-confident women who enjoy reinterpreting timeless fashion day after day.

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