

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 responsible for the coordinates collection (blazers, blouses, dresses...) and outerwear collection, work in Winterbach and 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 and a NOS collection. 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. Since the S/S Collection 2019, the product category has been expanded to include accessories such as bags and scarves. The collections comprise about 300 pieces per season.

4. What is the target group of the label?

The label is aimed primarily at sophisticated women above 45 years of age with style and quality awareness.

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

Most retail prices range from 99 euros to 499 euros for the coordinates collection and 149 euros to 379 euros for the outerwear collection.

6. Where is the production site?

The items are produced in Europe and Asia.

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7. What are the sales channels?

BASLER has an omni-channel distribution (specialist dealers, e-commerce and mail-order companies) without own shops. Since Spring 2020 BASLER has its own online shop.

8. 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 above 45 years of age with style and quality awareness.

9. Who is the current managing director?

Stefan Kober and Nikola Ingenhoven are the managing directors of TriStyle Brands GmbH. TriStyle Brands GmbH has continued the BASLER brand since October 2017.

10. What are the special features at BASLER since the takeover?

Every season, BASLER presents an expressive Coordinates Collection that impresses with a wide range of timelessly modern women's fashion. The offer is rounded off by a fashionable, functional outerwear collection and an elegant NOS collection. BASLER dares to do new cuts, and brings new finishes and styles. The woman above 45 is modern, wears fresh colours and dresses casually chic. The collections are divided into several lines in five themes. There is also a separate outerwear collection 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 45-plus 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. The company is presenting 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.

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