



Press Release

Tanja Klein translates in her spring/summer collection of 2012 fashion in to trends within the typical city style of kleinbasel.

„urban whispers“

Tanja Klein's source of inspiration for the new collection came from three different types of city women. Three trends have been created and each one of the women will find her all-time favorite.

„Formal Code“ offers the business women the possibility to dress according to the most modern standards in her own individual style fulfilling the dress code that is important to her. At kleinbasel she will find her entire wardrobe from short coats and blazers with skirts or trousers along with the matching blouses in the colours of taupe, blue, olive and black. The designs offer multiple combination possibilities and are complemented by cardigans and shirts. The matching bags and various accessories crafted from the finest calf leather complete the perfect look.

Amongst the theme „Urban Life“, all-time favorites originated out of the finest cotton, linen and viscose for the women amidst urban life. The skirts, dresses and shirts in the colors night blue, sienna and holiday are perfectly complemented with cardigans and the jersey dress designed in the new jacquard pattern. With the new Colour block bags every women will find the perfect bag for the summer.

„Young Annex“ is designed for the young playful shopper enjoying graphic prints and clear shapes. Our young customers will find items they never want to part from again. The fun bag Rete is made out of leather and is a perfect match to go with the outfits.

Bags and Accessories

Inspired by the latest trends from the world of colours and matching her dress designs Tanja Klein has created her bags and accessories for the summer 2012. Two worlds originated.

Colour block: Tanja Klein devoted her bag motif to the vast colour contrasts. With help of chromate and achromatic colours a new creative tension was discovered. The formal and clear designs captivate with a high color contrast in combination with earth/marine and earth/orange.

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Twister: The calf leather in its natural optic with the fashionable colors linen, praline and parrot were the inspiration for the new bag designs. The small bags with a double zipper, a new hip bag with poppers or the small suitcase commemorating zenith recollects pristine memories of past times. The seemingly nostalgic haptics of the leather was complemented with mated metal elements.

kleinbasel by Tanja Klein

Tanja Klein designs dresses, bags and accessories for women in the urban environment. All her designs aspire a mixture of functionality and aesthetic. They are uncomplicated, clear and modern. Kleinbasel relates to themes and translates them into forms, colours and prints. The collection absorbs current trends, which are always transformed to timeless designs with her very personal signature.

Tanja Klein lives in Basel where she designs and develops her collection together with her small team. The dresses, bags and accessories from kleinbasel are available in her own shops in Basel and Zürich, as well as in other selected shops in Switzerland, Stuttgart and Vienna.

The label „Swiss Made,, stands for the complete leather bag collection from kleinbasel. The leather, some of which is vegetable tanned and tinted comes from Italy. Kleinbasel works exclusively with small production plants, companies and manufacturers in Switzerland. The production processes are developed and optimized in close cooperation with the manufacturers and workshops. Complete transparency is given to the customer concerning the line of production for all products and the textiles. This transparency includes all textile materials. The cloths collection is produced in Switzerland and Europe.

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