

# Dresses, bags and accessories for urban women with style

Since 2001, the Basel fashion brand kleinbasel has created timeless and feminine dresses, bags and accessories using natural, fine materials. Comfortable to wear, but with a great design, they quickly and easily become the favourite pieces of many a wardrobe. Men too, can find the right outfit and leather bag in the brand's vast collection.

"My design aesthetic is holistic: From the idea to create something beautiful to the close partnership with our customers, employees and manufacturers, right up to the production and composition of materials, we want to use and encourage the creativity of everyone involved," says company founder and designer Tanja Klein. "It is this attitude to life that inspires me." With a sustainable approach, the designer works solely with small manufacturers. The bags are all 100 per cent Swiss made and the dresses are designed in Switzerland and fabricated in Europe under fair conditions.

Designer Tanja Klein finds inspiration in art, films and nature, but also in

everyday life. "I am constantly collecting impressions, storing them in my brain or writing them down in a booklet, so that in due course I can bring together ideas and create a new collection." Colours, fabrics and graphic prints are part of this puzzle, a story told through design. One of Tanja Klein's favourite pieces in this year's winter collection is the re-imagining of the label's classic wrap dress. "It can be worn with heels or flats and – like all my dresses – is therefore suitable for everyday life." kleinbasel has shops in Basel, Bern and Zurich, and also sells through selected boutiques.

[www.kleinbasel.net](http://www.kleinbasel.net)

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