

BRAX





The "Blue Planet" meta label combines a variety of sustainable BRAX products, which are characterised by their use of sustainable raw materials or environmentally friendly production processes. The share of sustainable products is continuously being increased.

Behind "Blue Planet" are recognised standards, seals of approval and certifications such as Cotton made in Africa, Organic Cotton, the SEAQUAL INITIATIVE, TENCEL TM, EIM®-Score and the FUR FREE RETAILER PROGRAM.

Due to the trend towards loungewear, the focus is shifting to natural qualities, especially for tops.



QR codes on the goods inform the consumer about the sustainable aspects of the BRAX collection. By 2022, 50 percent, by 2025 80 percent and by 2030 95 to 100 percent of all BRAX products will be sustainable and labelled with the "Blue Planet" label.



RE-NINES

We're celebrating a comeback with Re-Nineties. The first theme world focused on the 1990s as a source of inspiration for denim and sweaters. Bombers and blousons are once again coming back as icons of this time. New silhouettes with more volume are important in a topic where the prefix "Re" not only stands for re-vival, but also for re-cycling and thus sustainability.









MAINE S 79-3304/27 BENA 39-3824/07







VIV 49-6804/27 MAINE 79-6844/23





ALEXIS 39-4064/59







KYOTO 99-6374/55















MAINE S 79-6844/26 CHARLENE 39-4464/38







VIVIAN 49-6804/27

ANA 79-6254/17









MERRIT 79-6354/25 BERN 99-6364/35







MERRIT 79-6354/26 CIRA 39-5854/98

SMART UTILITY

In the 2nd Smart Utility theme world, new impulses for designs inspired by work and leisure wear from the 1950s are increasingly coming from smart and function-oriented sportswear segments. Refined detailing with a technical attitude and silhouettes with plenty of volume are style-defining. Packed with elegant materials, they give patch pockets, vests, overshirts & Co. the right attitude.







BARRY 39-6004/55 BERYL 39-6004/33



MORRIS 79-5144/33





JULIA FÖLSCH

"The desire for maximum comfort remains a driving force for all collection segments. As the climbers of the last few seasons, we believe in the evolutionary advancement of jumpers and sweaters. For the winter we are very happy that with "The Knitted Sweater" we have succeeded for the first time in combining the attributes of casual and smart in a special way with a knitted sweatshirt."



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MAINE 79-1934/33 LIZ 39-4004/37







BO 39-6004/37 MERRIT S 79-6204/25





LEILA 39-2954/55 LESLEY 39-2954/37





MERRIT S 79-3004/33 BILLY 39-6004/31





ANA 71-6257/12





VIC 49-9184/35 TAYLOR 39-2264/33





MAINE 79-1934/98 ENIE 39-2954/59







VELVET 49-9254/35

SHAKIRA 79-7504/07







VIC 49-9184/05 MELO S 79-6454/27







ALICE 79-6204/25 VIVI 49-9874/36



HOUSTON 99-6304/33



The capsule collection inspired by Ana Ivanović & Bastian Schweinsteiger

BRAX LAB stands for innovative materials, sporty details and modern branding. The collection is sporty, with stylistic elements inspired by performance sports and fashionable lace.

The colour concept is clear and reduced to black and off-white and one accent colour each for womenswear and menswear.

The sporty looks are inspired by Ana Ivanović and Bastian Schweinsteiger.

ANA IVANOVIĆ

DACTIANI COLIMEINISTEICEE





FAY L 99-8884/53



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FRANCY 39-8304/97

LEE 79-5304/02







BRAX LAB



FARA 39-8204/02

FEA 39-8114/02





FIZ 39-8354/97











LOU 79-5344/02 FAY 99-8884/02









FAYNE 39-8354/97



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JADE 79-5204/02 FRANCE 99-8894/53

<u>68</u>



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FLORIS 39-8444/87







JOLIE 79-5204/02 FILIPPA 99-8894/87





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LOU 79-5454/02

WOO-TILITY

Comfort and casualness paired with more demands and a sense of style. That is the basis of the 3rd theme world Woo-Tility. Wool and wool optics are becoming important material ambassadors and serve as placeholders for a new value that, with more volume in the silhouettes and a special cosiness, are drivers for the modern looks. Functional details, patch pockets or cargo elements, packaged in tonal images, bring variety and create surprising breaks.









MAINE 79-5804/07 LISBON 99-6454/06







CAMILLA 39-4464/88 LEE 39-2254/07







MIA 39-5634/88 JANINE 39-2254/07







JENNA 39-5634/07 ANIQUE 39-2254/07







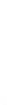
LISA 39-2264/88 MARON 79-5804/08







CAMILLA 39-4464/98 ALICIA 39-2254/88







MELO S 79-6454/05 TORONTO M 99-6654/06





LIZ 39-4004/88







LISA 39-2284/07 MELO S 79-1934/54





ANA 79-1634/57

AMANDA 39-4004/59





MERRIT S 79-4204/57





MERRIT S 79-1234/57 ALICIA 39-2254/33







LISA 39-2274/36 MARON 79-1234/57







THEA 39-2704/59 CAMILLA 39-4464/27



MORRIS S 79-5804/06









JANINE 39-9054/88 ALICIA 39-9054/88

BELTS

AUTUMN WINTER 2022

<u>110</u>





51-0917/54 51-0847/32

<u>112</u>





51-0847/07 59-0884/07

<u>114</u>



SHOES

AUTUMN WINTER 2022

<u>118</u>





ALICE 09-2801/98 AURORA 09-2803/59

 $\underline{120}$





ARIANA 09-2112/52 PAOLA 09-2005/06

<u>122</u>





ANASTASIA 09-2007/98 BEATRICE 09-2008/02



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