



# LOOK BOOK

AUTUMN WINTER 2022  
WOMENSWEAR

**BRAX**  
FEEL GOOD





BLUE PLANET

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™, 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.

**BRAX**  
FEEL GOOD



# RE- NINETIES

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.



6



MAINE S 79-3304/27

7



BLUE PLANET



BENA 39-3824/07



8



VIV 49-6804/27

9



BLUE PLANET



MAINE 79-6844/23

10



BLUE PLANET



ALEXIS 39-4064/59





12



BLUE PLANET



KYOTO 99-6374/55



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BLUE PLANET



MAINE S 79-6844/26

15



CHARLENE 39-4464/38



16



VIVIAN 49-6804/27

17



BLUE PLANET



ANA 79-6254/17

18



BLUE PLANET



MERRIT 79-6354/25

19



BLUE PLANET



BERN 99-6364/35



20



BLUE PLANET



MERRIT 79-6354/26

21



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.





24



BARRY 39-6004/55

25



BERYL 39-6004/33

26



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.”



30



MAINE 79-1934/33

31



LIZ 39-4004/37



32



BO 39-6004/37

33



BLUE PLANET



MERRIT S 79-6204/25

34



LEILA 39-2954/55

35



LESLEY 39-2954/37



36



MERRIT S 79-3004/33

37



BILLY 39-6004/31



39



ANA 71-6257/12



40



VIC 49-9184/35

41



TAYLOR 39-2264/33

42



MAINE 79-1934/98

43



ENIE 39-2954/59



44



VELVET 49-9254/35

45



BLUE PLANET



SHAKIRA 79-7504/07

46



VIC 49-9184/05

47



BLUE PLANET



MELO S 79-6454/27



48



BLUE PLANET



ALICE 79-6204/25

49



VIVI 49-9874/36



HOUSTON 99-6304/33





## BRAX LAB

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

BASTIAN SCHWEINSTEIGER





55



**BRAX LAB**  
»



FAY L 99-8884/53

56



**BRAX LAB**  
»



FRANCY 39-8304/97

57



**BRAX LAB**  
»



LEE 79-5304/02



58



**BRAX LAB**  
»



FARA 39-8204/02

59



**BRAX LAB**  
»



FEA 39-8114/02

60



**BRAX LAB**  
»



FIZ 39-8354/97



REVERSIBLE  
JACKET



62



**BRAX LAB**  
»



LOU 79-5344/02

63



**BRAX LAB**  
»



FAY 99-8884/02





65



**BRAX LAB**  
»



FAYNE 39-8354/97

66



**BRAX LAB**  
»



JADE 79-5204/02

67



**BRAX LAB**  
»



FRANCE 99-8894/53



68



**BRAX LAB**  
»



FLORIS 39-8444/87





70



**BRAX LAB**  
»



JOLIE 79-5204/02

71



**BRAX LAB**  
»



FILIPPA 99-8894/87



73

**BRAX LAB**  
»



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.





76



MAINE 79-5804/07

77



LISBON 99-6454/06

78



CAMILLA 39-4464/88

79



LEE 39-2254/07



80



MIA 39-5634/88

81



JANINE 39-2254/07

82



JENNA 39-5634/07

83



ANIQUE 39-2254/07



84



LISA 39-2264/88

85



MARON 79-5804/08

86



CAMILLA 39-4464/98

87



ALICIA 39-2254/88



88



BLUE PLANET



MELO S 79-6454/05

89



TORONTO M 99-6654/06



91



LIZ 39-4004/88



92



LISA 39-2284/07

93



MELO S 79-1934/54

94



ANA 79-1634/57

95



AMANDA 39-4004/59





MERRIT S 79-4204/57

98



BLUE PLANET



MERRIT S 79-1234/57

99



ALICIA 39-2254/33



100



LISA 39-2274/36

101



BLUE PLANET



MARON 79-1234/57

102



THEA 39-2704/59

103



CAMILLA 39-4464/27



104



MORRIS S 79-5804/06





106



JANINE 39-9054/88

107



ALICIA 39-9054/88



# BELTS

AUTUMN WINTER 2022

110



51-0917/54

111



51-0847/32



112



51-0847/07

113



59-0884/07



59-0774/54

# SHOES

AUTUMN WINTER 2022



118



ALICE 09-2801/98

119



AURORA 09-2803/59

120



ARIANA 09-2112/52

121



PAOLA 09-2005/06

122



ANASTASIA 09-2007/98

123



BEATRICE 09-2008/02





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