

BRAND FOCUS - Oska

German womenswear brand Oska was founded in 1997 and is today sold to more than 900 retailers in 20 markets worldwide.

The brand prides itself on its individual and timeless design which combines good quality fabrics and finishes with value for money. Clear simple shapes in interesting, textures fabrics, creating a feel of casual elegance is Oska's trademark. The brand is aimed at fashion conscious women searching for elegance and style, who also want to feel comfortable enough in their clothes to wear them every day.

After Germany, the UK is the brand's most significant market with around 200 wholesale customers and a standalone London store which opened in 2006. Oska also has own brand stores in Munich and New York as well as around ten franchise stores in Germany, France, Austria and Greece.

With two collections a year, each comprising around 250 styles, the label incorporates womenswear, accessories and jewellery. For SS10 the focus was on short sporty jackets teamed with a voluminous A-line silhouette on the bottom half. Skirts and sarong style trousers worn with blouses with folds and peplum details contributed to a feminine look while unstructured tops were teamed with stretch fabric bottoms in a choice of lengths. As always, the brand's knitwear collection was very strong with a choice of shapes and weights in flowing crepe type cotton and silk mixes.

For AW10 the look increasingly combines narrow-cut trousers with longer, more feminine tops and designs with slender shoulders. New styles of trouser-skirts will be an important feature while varied structures and different weights of yarn add interesting and elegant effects to the knitwear collection. Wholesale prices range from 50-80 € for knitwear, 120 to 150 € for coats; 50 to 70 € for trousers; 60 to 90 €; for jackets and 60 to 90 € for dresses.

The brand is celebrating ten years in the UK market this year by once again returning to Pure where it first showed its collection to buyers in January 2000. Many of the customers it picked up back then have remained loyal to the brand for the past decade and it has won many more fans along the way.

For more information go to www.oska.de or visit the Oska stand in the C75 section at Pure London on February 14-16.

