



# Joint News Release

## **BASF pioneers fashion revolution with Seven Crash and San Fang**

### **Showcase of futuristic urban streetwear made with BASF's innovative material solutions**

### **Seven Crash's 'Quantus' collection makes its debut at New York Fashion Week**

New York, NY, February 10, 2019 – Fashion label Seven Crash unveiled its innovative 'Quantus' collection of unlimited possibilities with its futuristic urban streetwear outfits at the Autumn/Winter New York Fashion Week 2019. The collection, designed in collaboration with chemical company BASF and fabric maker San Fang, pushes the boundaries in fabric innovation to enable fashion-forward designs and functionality.

BASF's advanced material solutions presented in the 'Quantus' collection provide a significant breakthrough in fashion with its eco-conscious manufacturing techniques that permit intricately crafted and stitched designs, while ensuring premium quality:

- Freeflex™ fibre spun from Elastollan® TPU looks and feels like a favorite cotton tee. The material is soft and moisture-wicking which makes it easy to care for, and delivers ample stretch and recovery for an impeccable fit. Freeflex gives a futuristic look and feel to Seven Crash's collection by changing the colors and appearance even for the most complex textile designs and while ensuring that individuals stay cool and dry. In addition, this

dynamic fabric can be incorporated into traditional clothing to make outfits more exciting with its luminous feature. This is displayed in a series within the collection where the fabrics glow in the dark through its reflective surfaces.

- Haptex<sup>®</sup>, a sustainable and innovative polyurethane (PU) solution for synthetic leather, offers good haptics, strong stitching, and high peel strength. It complies with stringent volatile organic compounds (VOC) standards, as no organic solvents are used in the manufacturing process.

“We are proud to support Seven Crash’s debut at New York Fashion Week with our latest fashion-inspired material solutions,” said Manfred Pawlowski, Vice President, Consumer Industry, Performance Materials Asia Pacific, BASF. “With the use of Freeflex and Haptex in an assortment of futuristic urban streetwear apparel, BASF continues to stretch the boundaries of innovation in fashion.”

For the development of Freeflex, San Fang supported the entire manufacturing process, from material to moldings, as well as the final product in a variety of colors and intricate patterns. The product’s low heat setting temperature enables fabrics to dry quickly and saves energy in its production and daily use.

“San Fang has also been developing market-driven innovations that have redefined materials in consumer industries such as fashion and footwear,” said Lin Chih-Yi, President, San Fang Chemical Industry Co., Ltd. “The collaboration with BASF and Seven Crash for Freeflex using new sustainable manufacturing techniques demonstrates our commitment to match eco-fashion trends with functional fibers and artificial leather which are made possible with TPU.”

For the ‘Quantus’ collection, with the brand concept “crash the rules”, Brand CEO Jason Yao, together with Creative Director Enchi Shen, redefined Seven Crash as an innovative brand pushing the boundaries on futuristic workwear and fashion streetwear by experimenting with

different fashion styles and cultures through the use of advanced materials. These materials are woven with technological and textural elements – enhancing not only the use of the fabric but the wearer as well. The result is a unique blend of east coast urban street fashion and trendy runway fashion that showcase the latest material which traditional fabrics cannot match.

“The ‘Quantus’ collection of unlimited possibilities provides the platform for individuals to express their inner self through stylized motifs and clever use of color and textures,” said Enchi Shen. “The outfits channel the true spirit of freedom and being which can only be made possible with Freeflex and Haptex by BASF. They represent a step-change for the future of apparel production and fashion industry.”

The outfits from the futuristic urban streetwear collection can be easily combined with different looks, taking people from work to play, thanks to the versatility of colors, textures, and effects details made possible with Freeflex and Haptex. The use of design freedom for different textures and effects are made possible by Freeflex, which is able to change the colours and appearance even for the most complex textile designs, and bringing smart textiles to the next level. This gives a more futuristic look and feel to the collection, while ensuring that individuals can stay cool and dry thanks to Freeflex’s moisture-wicking properties.

Seven Crash and BASF previously collaborated to design outfits for a fashion show held during Chinaplas 2018. They also collaborated with Chinese brand Three Gun to design a casual outfit using Freeflex. BASF and Seven Crash will continue the partnership to pave the way for a future of eco-conscious and innovative fabric for clothing.

### **About Seven Crash**

Making its debut at NYFW: The Shows, Seven Crash is an international streetwear brand inspired by the youth culture style of New York City. Founded in 2013 and now based in New York City, the brand's mantra is "Crash the Rules," and embodies Seven Crash's effort to explore the connections between streetwear and high fashion through highly advanced, technical fabrications and contemporary design. Seven Crash offers inventive outerwear in an array of striking colours and embroidery details along with industrial-inspired utilitarian apparel for men and women, available for purchase on its website.

### **About BASF**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,200 employees in North America and had sales of \$17.9 billion in 2017. For more information about BASF's North American operations, visit [www.basf.com](http://www.basf.com).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of more than €60 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

### **About San Fang Chemical Industry Co., Ltd**

SAN FANG CHEMICAL INDUSTRY CO., LTD. is a Taiwan-based company principally engaged in the research and development, manufacture and sales of leather products. The products of the Company include wet synthetic leather, ultrafine artificial leather, dry and environmentally friendly synthetic leather, and other film materials. Its products are applied in footwear materials, furniture, balls, automotive materials, covering materials for electronic products, medical materials, and construction materials, among others. The Company operates businesses in Taiwan, China, Hong Kong, and Southeast Asia.

### **About New York Fashion Week**

New York Fashion Week, held in February and September of each year, is a semi-annual series of events (generally lasting 7–9 days) when international fashion collections are shown to buyers, the press, and the general public. It is one of four major fashion weeks in the world, collectively known as the "Big 4," along with those in Paris, London and Milan. The Council of Fashion Designers of America (CFDA) created the modern notion of a centralized "New York Fashion Week" in 1993, although cities like London were already using their city's name in conjunction with the words "fashion week" in the 1980s. NYFW is based on a much older series of events called "Press Week," founded in 1943.

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