

BASALTO

BRAND BOOK

2023

The background of the image is a close-up of various pieces of fabric with different patterns and colors, including shades of beige, brown, orange, and green. A large, semi-transparent white rectangular box is centered over the image, containing the text.

OUR MISSION

ASALTO STRIVES TO PROVIDE LUXURIOUS WARDROBE STAPLES TO THE GLOBAL CRUISE AND LUXURY RESORT MARKET BY CREATING PIECES WITH MEXICAN DESIGNERS USING THE BEST QUALITY FABRICS, SUCH AS LINEN AND COTTON, TO DEFINE COMFORT. THROUGH OUR COMMITMENT TO SUSTAINABILITY, WE PRODUCE COLLECTIONS THAT AMPLIFY CULTURE, BODY POSITIVITY AND INCLUSIVITY. OUR MISSION IS TO EMPOWER PEOPLE WITH STYLISH AND TIMELESS DESIGNS SUITABLE FOR ALL TYPES OF BODIES, GENDER IDENTITIES AND PERSONAL TASTES IN ORDER TO ENSURE THEY LOOK AS BEAUTIFUL AND CONFIDENT AS THEY FEEL.

OUR VISION

BASALTO IS A PREMIERE LUXURY CLOTHING BRAND WITH A MISSION TO CREATE TIMELESS, CONTEMPORARY DESIGNS AND FOSTER A CULTURE OF INCLUSIVITY AND BODY POSITIVITY. OUR DESIGN PHILOSOPHY EMPHASIZES HIGH-QUALITY MATERIALS, EFFORTLESS ELEGANCE, AND COMFORTABLE SILHOUETTES FOR A RANGE OF BODY TYPES AND GENDER IDENTITIES. WITH EACH COLLECTION, BASALTO STRIVES TO BRING TROPICAL VIBES, ACCESS TO MEXICO'S BEST TEXTILE CRAFTSPEOPLE, AND A COMMITMENT TO QUALITY MATERIALS LIKE LINEN AND COTTON TO CREATE UNIQUE, LUSCIOUS AND EXCLUSIVE PIECES FOR A SOPHISTICATED LIFESTYLE.



OUR VALUES

CREATIVITY

PASSION

CONFIDENCE

EMPOWERMENT

LIBERTY



OUR VALUE PROPOSITION

Basalto is a high-end, exclusive Mexican clothing line crafted from luxurious and sustainable natural fibres. Our timeless pieces are designed to fit any body shape and celebrate all gender identities, tailored to make you feel like a million bucks. Whether you're relaxing on a luxury cruise or vacationing at a world-class resort, Basalto has you covered.



OUR TEAM

Creativity meets business strategy.
Our duet adds on 20+ years of expertise
in fashion, luxury and retail industries.
A good balance between design and
scalability keeps our focus in BASALTO
and the 360° expansion
potential foreseeing
the future of our brand.

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Aaron O'shea

FOUNDER
CREATIVE DIRECTOR

Alex Reyes-Ortiz

CEO
CO-FOUNDER





COLLECTION

COLOR

Vivid palettes, eye-catching tones.





STYLING

A way of living, a way of wearing it.

SHAPE

Body consciousness, luxe comfort.





We are inspired by the touch of natural fibers such as linen, cotton, silk, and soft and delicate laces and shiffons, and some other synthetic fibers such as viscose for the use of exceptional prints

FABRICS

WHERE?











VISIT US

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KEEP
IN
TOUCH