BRAND BOOK

2023

OUR NISSION

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.

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.





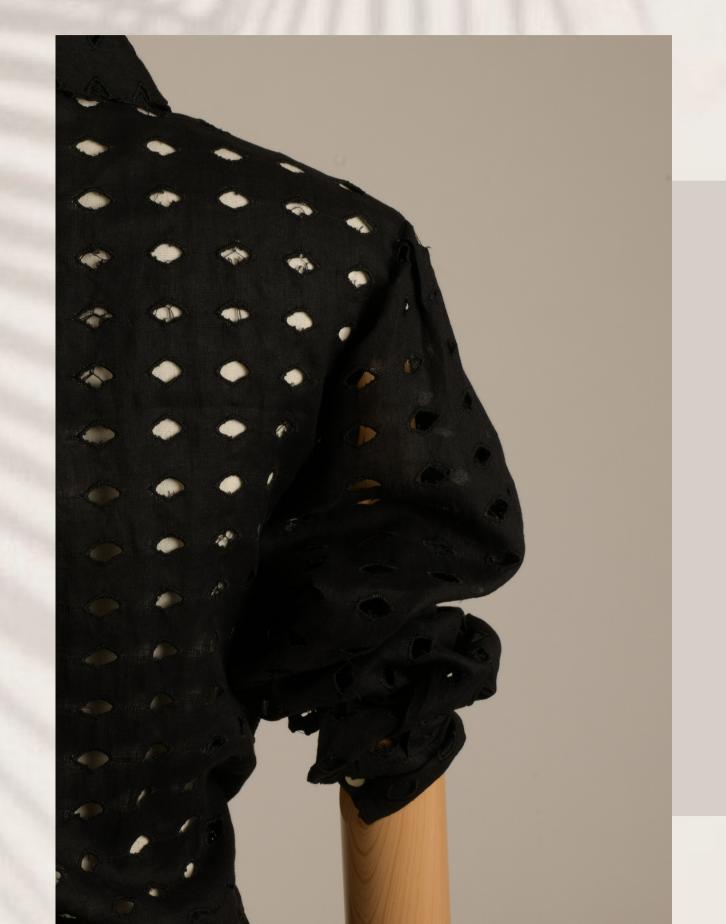
CREATIVITY

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.

Creativity meets business strategy.

Our duet adds on 20+ years of expertite 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.

Page 06



Aaron O'shea

FOUNDER

CREATIVE DIRECTOR

Alex Reyes-Ortiz
ceo
co-founder





COLOR

Vivid pallettes, eyecatching 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 spft and delicate laces and shiffons, and some other sintetic fibers such as viscose for the use of exceptional prints

FABRICS











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