



Made To Measure

Basiques travelwear line for women delivers the perfect fit

COLETTE MAYERS USED TO DREAD shopping as she struggled to find stylish, age-appropriate clothes that fit. Now, she says, she dresses with confidence, thanks to the creative designs of Sheri Falk.

“Once I turned 40, the trendy clothes didn’t fit my body type any more, yet I didn’t want to look frumpy,” says Mayers, a Texas-based auctioneer. “Sheri was phenomenal. She gave me a slew of options and showed me how to wear them. Now, I never have to worry about how I look.”

Falk is the owner and creative force behind the women’s travelwear line Basiques, a custom clothing service offered by appointment onsite to women in their homes or hotel rooms. She said her brand, which is headquartered in Texas, specializes in providing women a wardrobe with “the perfect fit” in mind.

“Men, for generations, have been accustomed to getting these made-to-measure garments; it’s just standard menswear protocol,” Falk says. “Women are

the ones with hips and curves and shapes that have very unique proportions, but are often the ones left to shop off the rack.”

“Basiques has always been about fantastic products coupled with the service of teaching women how to build a wardrobe for their unique, individual body shapes and sizes.”

The brand features a specialized fitting system that creates a profile for each client and provides instruction on how to highlight and contour her unique silhouette. After selecting fabrics, clients then have a custom wardrobe built for them with the option to order additional items online.

Falk said the collection, which does offer some ready-to-wear pieces, focuses on providing the basic staples of a women’s wardrobe, such as classic shirts, pants, skirts and jackets.

“What I have discovered through the years is that simplicity is often the hardest to find,” she said. “Texas women have very big

closets, but if we’re not careful, we can end up with a huge wardrobe and nothing to wear.”

Falk’s journey in fashion and appreciation for simplicity began while living in Paris after completing business school. She said it was the French style of wearing great-fitting, classic clothes, rather than chasing trends, that inspired her to launch her own clothing brand.

“As a woman, I was so tired of buying something new for one occasion, then never wearing it again,” she said. “I created Basiques based on the idea that we don’t need a lot of things, we just need a few great things.”

Upon returning to the U.S., Falk said she started her very first fashion company, La Chemise Blanche, in Dallas in partnership with designer Anne Fontaine. Then, after several years of heading North American operations for Fontaine in New York, Falk started Basiques in 2001.

Basiques has style teams throughout Texas, New York



and Boston. Falk said she has positioned the collection as a travel wardrobe because there is a connection between traveling and the need for stylish yet functional attire.

“Women who travel have multifaceted activities going on throughout the day, and there needed to be a style choice that could fit all of those personalities, from work meetings to evening affairs,” Falk said. “Basiques is an obvious match because we represent the classic pieces you are wearing time and again.”

Basiques.com

— LEAH CAST

