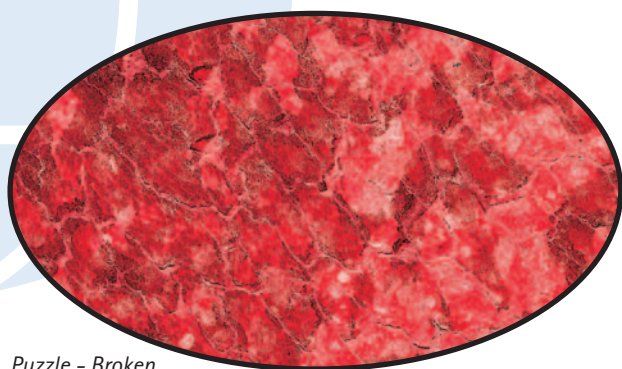
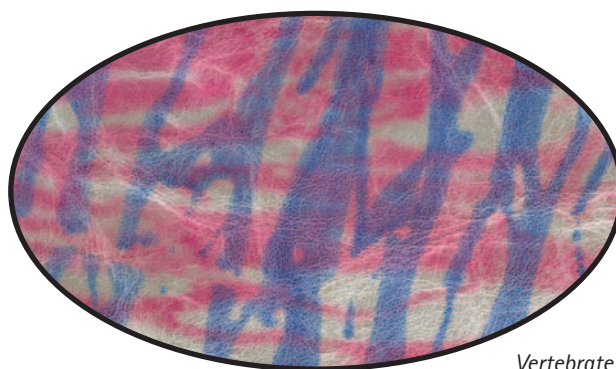


WORLD FOOTWEAR

FASHION



Puzzle - Broken effect goatskin.



Vertebrate - cowhide nappa with waxy printed effect.

An exercise in imagination

While some chemical companies promote their ideas on colour through the eyes of fashion, anywhere up to eighteen to twenty-four months in advance of a season, BASF appears to have come up with a different starting point as an aid to tanners. Looking ahead to spring / summer 2006, instead of thinking purely in terms of colour, the chemical company has developed its new Fashion Trends presentation as a virtual handbook on how to create the fashion looks which will inspire new textures and finishes for leathers to meet the interpretative needs of the designer.

Working with a leading Italian designer, it is clear that texture and finish are fundamental to the BASF forecasts and, importantly, the company's Leather Unit explains in detail how to achieve the various finished looks of leather being suggested. For instance, its forecast named Exotic, a slightly buffed and croco embossed Spanish cowhide, ideal for leather goods, is taken step by step through the complete recipe, from washing the hide through to the final application of a hardener to the end product.

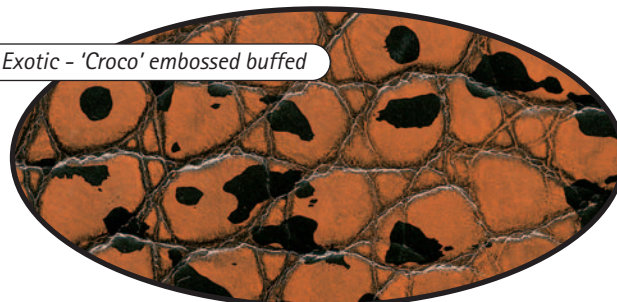
Considered BASF's first entry into the long range forecasting business, it highlights 12 very distinct looks and should prove an inspiration to creative thinking by tanners worldwide. The finished samples cover concepts for shoe uppers, leathergoods and garments.

It should certainly give a thoughtful nudge to those tanners who should be reassessing the creative content of their ranges. Recent indicators would appear to highlight the fact that tanners frequently take the soft option, waiting for potential customers to tell them what they would like to see, rather than stimulating their customers to think more creatively. In an increasingly competitive world, the leather sector cannot afford to see itself purely as a commodity supplier. This BASF initiative seems to be a good starting point for change.

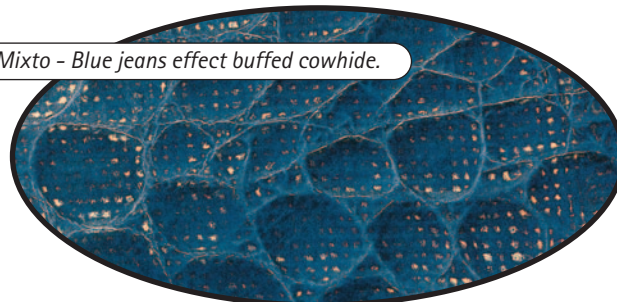


BASF Fashion sample and recipe books for Spring / Summer 2006.

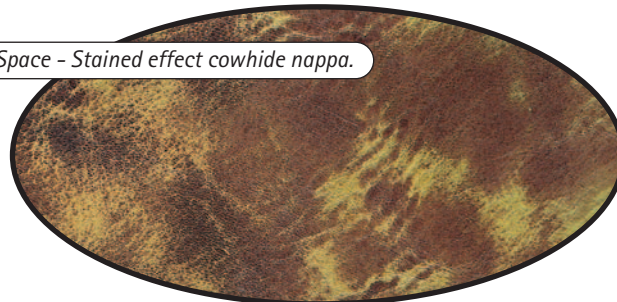
Exotic - 'Croco' embossed buffed



Mixto - Blue jeans effect buffed cowhide.



Space - Stained effect cowhide nappa.



Ethnic - Cowhide nappa.

