



Joint Press Release

BASF and Enchi Shen collaborate to shape the future of streetwear fashion with The Black Sun Project's latest collection

- **Collection demonstrates how Freeflex[®] fiber can push boundaries in design; play a leading role in the creation of various visual and textural elements**

Shanghai, China – September 26, 2019 – BASF and Enchi Shen, a renowned Shanghai-based fashion Chief Operating Officer of The Black Sun Project, have once again joined forces to unveil 'Hybrid' – a streetwear collection combining fashion-forward designs and functionality made possible with fabric innovation based on BASF's innovative material solutions Freeflex[®] fiber and Haptex[®] polyurethane (PU).

Made out of Elastollan[®] thermoplastic polyurethane (TPU), Freeflex fiber is a versatile material that is extremely stretchable to enhance all body shapes and provide unmatched comfort. Freeflex's low heat setting temperature has also set the standard in eco-conscious manufacturing techniques, as it enables fabrics to dry quickly and saves energy in its production and daily use. Owing to the textures and patterns that Freeflex possesses, such as transparent and opaque effects, geometric embossing, as well as its wide color palette, outfits in the 'Hybrid' collection are edgy, vibrant and adhere to the latest fashion and color trends.

Haptex, an innovative PU solution for synthetic leather, provides good haptics and high peel strength which also further complies with stringent volatile organic compounds (VOC) standards.

“I am interested in designs that work on the catwalk but also for everyday fashion – they must be able to last, maintain their best shape, and ensure the user feels good,” said Enchi Shen, an award-winning fashion designer known for New York Fashion Week collections which draw on street culture trends. “It is always exciting to collaborate with a partner like BASF, who is constantly improving and redefining materials for fabrics – this opens the doors of creativity for us. Freeflex fiber, for example, is great for making fabrics softer and more comfortable, while Haptex is a material that enables texturing.”

The ‘Hybrid’ collection builds on the success from previous collaborations between Enchi Shen and BASF, for the design of outfits for a fashion show held during Chinaplas 2018, and more recently, the New York Fashion Week in February that showcased eco-conscious and innovative fabric clothing, as well as a sportswear co-creation with Anta and Silueta.

“BASF shares a passion with the fashion and fabrics industry and understand the importance and role of clothing in people’s lives. We have demonstrated this with Freeflex fiber and Haptex, which enable fashion designers such as Enchi Shen to combine style and functionality with performance. Collections such as ‘Hybrid’ provide a fresh take on streetwear and also showcase the versatility of our material innovations to enable individuality with different patterns and designs, without compromising on comfort for an active lifestyle,” said Manfred Pawlowski, Vice President, Consumer Industry, Performance Materials, BASF.

The ‘Hybrid’ collection will be unveiled at a launch event in downtown Shanghai and coincides with the upcoming Inertextile exhibition.

About The Black Sun Project

THE BLACK SUN PROJECT (TBSP) is a pioneer designer brand which is subverting the mainstream of traditional fashion industry. The concept of the brand is “Project”, the designer in this team focuses

more on the product creation and the brand couture instead of commercial product in every season that people might not need so much.

“Black” is the deepest color, which is mysterious and powerful, but also black is a primary color and essence of universe- pure and vast, which always start the creation and design from the essence. The “sun” is the symbol of passion, eternity, bright, vitality and thriving for hope. For TBSP, the contrast lies in the blending of creation and through these creation “Project” make unlimited image and freedom for the designers also built the rules for its own.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 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 around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.