

MY BASICS

# MASAI

COPENHAGEN

**COMMITTED TO THOUGHTFULNESS**

We have promised ourselves to be committed to thoughtfulness. Our responsibility for the climate and the people we work with is clear-cut. We cannot promise to be 100% sustainable – but we can promise to be thoughtful in all the decisions that go into the making of our products. Look for styles certified by FSC® (FSC® C152037), Ecovero Lenzing™, LivaEco by Birla Cellulose, BCI (Better Cotton Initiative), RDS (Responsible Down Standard), and RWS (Responsible Wool Standard).

**DESIGNED TO LAST.  
MADE TO LOVE.**

**MY BASICS – REDEFINED ESSENTIALS**

A MyBasics piece is more than just a basic — it’s a timeless wardrobe essential. Carefully considered in every detail, each style is designed to tick all the boxes of a true classic: effortless design, a flattering fit, and durable quality.

Every fabric has been thoughtfully selected, including soft, smooth jersey sourced from trusted suppliers in Portugal and Turkey. By working with skilled manufacturers, we’ve created elevated basics you’ll reach for again and again — pieces that feel good, fit beautifully, and are made to last.



# BUSINESS MADE SIMPLE

The MyBasics collection offers strong commercial value and reliable performance:

- **3.0 markup** on all styles
- **Never out of stock**
- **Low re-order minimum**
- Built on **proven bestsellers**
- Delivers **consistent turnover**
- **Competitive pricing** and excellent **value for money**





**TIMELESS. THOUGHTFUL. TAILORED.**



**EASY TO WEAR. MADE TO KEEP.  
TIMELESS BY NATURE. EFFORTLESS BY DESIGN.  
WELCOME TO MYBASICS.**

CLEAN LINES – ENDLESS APPEAL

These solid-coloured poplin shirts are wardrobe essentials, offering comfort and versatility. With a classic cut, crackling soft cotton, and a flattering fit, they can be styled in countless ways – perfect for pairing with trousers, skirts, or layering with knits and accessories.

1011882 **Malmma Shirt** BCI  
Quality: Cotton Poplin  
RRP: DKK 699 / SEK 899 / NOK 999 / EUR 89 / GBP 79 / CHF 109 / USD 118



White

1011883 **Malllonka Shirt** BCI  
Quality: Cotton Poplin  
RRP: DKK 699 / SEK 899 / NOK 999 / EUR 89 / GBP 79 / CHF 109 / USD 118



White



1011882 Malmma Shirt BCI



1011883 Malllonka Shirt BCI



1011882 Malmma Shirt BCI  
1011852 MaPassang Trousers





1000830 **MaJarmis Jacket** BCI  
1011885 **MaBrooklyn Top**  
1011828 **MaPryscian Trousers**

PROVEN BESTSELLERS, SEASON AFTER SEASON

Discover the perfect duo of timeless style with Julitta and Jarmis. Crafted from the same luxurious bouclé fabric, these easy-to-style pieces combine comfort, elegance, and sophistication for any occasion.

1000829 **MaJulitta Jacket** BCI  
Quality: Cotton/Viscose Bouclé  
RRP: DKK 699 / SEK 899 / NOK 999 / EUR 89 / GBP 85 / CHF 119 / USD 118



Navy Black

1000830 **MaJarmis Jacket** BCI  
Quality: Cotton/Viscose Bouclé  
RRP: DKK 999 / SEK 1299 / NOK 1399 / EUR 129 / GBP 120 / CHF 169 / USD 168



Black



TWO ESSENTIALS – ENDLESS STYLING OPTIONS

Doritla and Brooklyn are effortless go-to styles your customers will reach for again and again. The very soft jersey feel and the sheer elegance make both of these tops ideal for layering and everyday wear with just the right touch of personality.

1011884 **MaDoritla Top**  
Quality: Jersey Light Lyocell  
RRP: DKK 299 / SEK 399 / NOK 449 / EUR 39 / GBP 35 / CHF 49 / USD 48



Black

1011885 **MaBrooklyn Top**  
Quality: Jersey Light Lyocell  
RRP: DKK 349 / SEK 499 / NOK 549 / EUR 49 / GBP 39 / CHF 49 / USD 58



Black



1011884 MaDoritla Top



1011885 MaBrooklyn Top



1000830 MaJarmis Jacket BCI  
1011885 MaBrooklyn Top  
1011828 MaPryscian Trousers





1000829 **MaJulitta Jacket** BCI  
1011861 **MaDoreann Top**  
1008671 **MaPunna Trousers**

EFFORTLESS STYLE MEETS EVERYDAY COMFORT

Elevate your assortment with Pryscian and Punna – two styles blending menswear-inspired details with feminine touches. With a flattering high waist and stretch fabric, both offer comfort and a chic, elegant fit for everyday looks.

1008671 **MaPunna Trousers**

Quality: Flannel Viscose Blend

RRP: DKK 899 / SEK 1199 / NOK 1349 / EUR 119 / GBP 104 / CHF 139 / USD 158



Black

1011828 **MaPryscian Trousers**

Quality: Flannel Viscose Blend

RRP: DKK 799 / SEK 1099 / NOK 1199 / EUR 99 / GBP 89 / CHF 119 / USD 138



Black





TWO BESTSELLERS – ONE UNBEATABLE QUALITY

Fanasi and Fosna are customer favourites, thanks to their flattering shapes and luxurious, soft-knit fabric. Designed for lasting appeal, these styles combine superior quality with effortless styling – perfect as timeless wardrobe staples that will keep customers coming back.

1001128 **MaFanasi Top**

Quality: Knit Rayon Stretch

RRP: DKK 599 / SEK 799 / NOK 849 / EUR 79 / GBP 70 / CHF 99 / USD 98



Navy Black

1002018 **MaFosna Top**

Quality: Knit Rayon Stretch

RRP: DKK 599 / SEK 799 / NOK 849 / EUR 79 / GBP 70 / CHF 99 / USD 98



Navy Black



1001128 MaFanasi Top  
1011853 MaPortiscan Trousers





THE MUST-HAVE JEANS

These jeans offer the perfect blend of ease and style. Crafted from soft, stretchy denim, they feature a flattering silhouette that works seamlessly for any occasion. A versatile wardrobe essential, easy to dress up or down.

1011852 **MaPassang Trousers**

Quality: Cotton Stretch Denim

RRP: DKK 799 / SEK 1099 / NOK 1199 / EUR 99 / GBP 89 / CHF 119 / USD 138



Blue Denim

1011853 **MaPortiscan Trousers**

Quality: Cotton Stretch Denim

RRP: DKK 799 / SEK 1099 / NOK 1199 / EUR 99 / GBP 89 / CHF 119 / USD 138



Blue Denim

EVERY WARDROBE STARTS  
WITH GREAT JEANS





1011861 MaDoreann Top  
1011895 MaPiana Trousers

THE PERFECT TEE

These styles are wardrobe must-haves. Made from soft cotton with a classic fit and clean design, they offer long-lasting quality and a feel-good wear.

1011861 MaDoreann Top

Quality: Cotton Jersey

RRP: DKK 299 / SEK 399 / NOK 449 / EUR 39 / GBP 35 / CHF 49 / USD 48



Stripe White Black

1011863 MaBrynoi Top

Quality: Cotton Jersey

RRP: DKK 249 / SEK 349 / NOK 399 / EUR 29 / GBP 29 / CHF 39 / USD 38



Stripe White Black



1011861 MaDoreann Top



1011863 MaBrynoi Top





1003888 MaEls Top FSC® MIX  
1003897 MaPia Leggings FSC® MIX

LONG-LASTING QUALITY YOUR CUSTOMERS WILL LOVE

Our exclusive jersey styles deliver exceptional wearability and durability, making them a must-have in every collection. With a perfect blend of softness and stretch, these styles offer an elevated look and long-lasting appeal that your customers will reach for season after season.

1003888 **MaEls Top** FSC® mix

Quality: Viscose Jersey

RRP: DKK 249 / SEK 319 / NOK 349 / EUR 34 / GBP 26 / CHF 37 / USD 46



Grey melange — White — Navy — Black

1011889 **MaElisa Top** FSC® mix

Quality: Viscose Jersey

RRP: DKK 299 / SEK 399 / NOK 449 / EUR 39 / GBP 35 / CHF 49 / USD 48



Grey melange — White — Navy — Black

1011890 **MaCecille Top** FSC® mix

Quality: Viscose Jersey

RRP: DKK 349 / SEK 449 / NOK 499 / EUR 49 / GBP 39 / CHF 49 / USD 58



Grey melange — White — Navy — Black

1011891 **MaBadu Top** FSC® mix

Quality: Viscose Jersey

RRP: DKK 349 / SEK 499 / NOK 549 / EUR 49 / GBP 39 / CHF 49 / USD 58



Grey melange — White — Navy — Black

1011892 **MaCreama Top** FSC® mix

Quality: Viscose Jersey

RRP: DKK 299 / SEK 399 / NOK 449 / EUR 39 / GBP 35 / CHF 49 / USD 48



Grey melange — White — Navy — Black

1003897 **MaPia Leggings** FSC® mix

Quality: Viscose Jersey

RRP: DKK 299 / SEK 379 / NOK 399 / EUR 41 / GBP 31 / CHF 45 / USD 46



White — Navy — Black

1011869 **MaNamo Dress** FSC® mix

Quality: Viscose Jersey

RRP: DKK 599 / SEK 799 / NOK 899 / EUR 79 / GBP 69 / CHF 89 / USD 98



Black



ESSENTIAL STYLES CRAFTED FOR LASTING WEAR





EFFORTLESS STYLE MEETS EVERYDAY COMFORT

1011869 **MaName Dress** FSC® MIX



1003888 **MaEls Top** FSC® MIX  
1003897 **MaPia Leggings** FSC® MIX





1011861 MaDoreann Top  
1008581 MaParissi Trousers

MUST-HAVE BASICS THAT ALWAYS PERFORM

Crafted for everyday wear, these basics are loved for their exceptional comfort and style.  
Always a customer favourite, they're simple to sell and even easier to wear.

1008581 **MaParissi Trousers**  
Quality: Ponte Di Roma Light  
RRP: DKK 599 / SEK 799 / NOK 899 / EUR 79 / GBP 69 / CHF 99 / USD 98



Black

1011867 **MaSeuloa Skirt**  
Quality: Ponte Di Roma Light  
RRP: DKK 399 / SEK 549 / NOK 599 / EUR 49 / GBP 45 / CHF 59 / USD 68



Black



1011867 MaSeuloa Skirt



1008581 MaParissi Trousers



CHIC SIMPLICITY MEETS ALL-DAY EASE

1011882 Mamma Shirt BCI  
1011867 MaSeuloa Skirt





ELEVATE YOUR BUSINESS WITH PONTE DI ROMA

Ponte di Roma offers unmatched durability and comfort, making it a top choice for your customers. Emphasize its premium feel and versatile design to boost your sales with these bestselling styles that stand the test of time.

1000898 **MaPaba Trousers**

Quality: Ponte Di Roma

RRP: DKK 699 / SEK 899 / NOK 999 / EUR 89 / GBP 79 / CHF 119 / USD 118



Navy



Black

1000899 **MaPiri Trousers**

Quality: Ponte Di Roma

RRP: DKK 749 / SEK 899 / NOK 999 / EUR 99 / GBP 89 / CHF 129 / USD 128



Navy



Black

1011895 **MaPiana Trousers**

Quality: Ponte Di Roma

RRP: DKK 799 / SEK 999 / NOK 1099 / EUR 99 / GBP 89 / CHF 119 / USD 138



Navy



Black

1005897 **MaPaige Trousers**

Quality: Ponte Di Roma

RRP: DKK 749 / SEK 899 / NOK 999 / EUR 99 / GBP 89 / CHF 119 / USD 128



Navy



Black

DRIVE GROWTH WITH OUR  
BESTSELLING STYLES



1011870 MaDionus Top

ESSENTIAL STYLES FOR EVERY OCCASION

Designed with comfort and lasting quality in mind, these timeless essentials seamlessly enhance any wardrobe, offering style that endures through the seasons.

1011870 MaDionus Top

Quality: Viscose Jersey with Lace

RRP: DKK 299 / SEK 399 / NOK 449 / EUR 39 / GBP 35 / CHF 49 / USD 48



Black

1011871 MaElmira Top

Quality: Viscose Jersey with Lace

RRP: DKK 249 / SEK 349 / NOK 399 / EUR 29 / GBP 29 / CHF 39 / USD 38



Black



1011871 MaElmira Top



1011870 MaDionus Top





1011873 MaBellarim Shirt  
1008573 MaPadme Trousers

A TRUE WARDROBE WINNER

The Padme trousers are a classic, best-selling style – and for good reason. With their flattering fit, elasticated waist, and soft, stretchy cotton, they offer both comfort and elegance. An easy sell and a guaranteed go-to for any customer.

1008573 **MaPadme Trousers**  
Quality: Cotton Stretch Chino  
RRP: DKK 799 / SEK 999 / NOK 1099 / EUR 99 / GBP 89 / CHF 119 / USD 138



Cream Navy Black



1008573 MaPadme Trousers



1011875 MaElviora Top  
1008573 MaPadme Trousers

ESSENTIALS THAT DELIVER RESULTS

These timeless styles combine great value with lasting appeal. Designed with both comfort and style in mind, they're an easy choice to help boost sales while offering your customers the reliable favourites they love — all at an attractive price.

1011873 **MaBellarim Top**

Quality: Cotton Stretch Jersey

RRP: DKK 249 / SEK 349 / NOK 399 / EUR 29 / GBP 29 / CHF 39 / USD 38



White

Black

1011874 **MaBlyvora Top**

Quality: Cotton Stretch Jersey

RRP: DKK 229 / SEK 299 / NOK 349 / EUR 29 / GBP 25 / CHF 29 / USD 38



White

Black

1011875 **MaElviora Top**

Quality: Cotton Stretch Jersey

RRP: DKK 199 / SEK 269 / NOK 299 / EUR 29 / GBP 19 / CHF 29 / USD 38



White

Black



1011874 MaBlyvora Top



1011873 MaBellarim Top





EASY TO STYLE. EVEN EASIER TO SELL.

These popular crepe jersey styles offer a flattering fit and sophisticated look. With their timeless design and high-quality fabric, they quickly become a wardrobe staple. A reliable choice that appeals to many and drives your sales.

1006690 **MaPatti Trousers**  
Quality: Viscose Blend Crepe Jersey  
RRP: DKK 599 / SEK 799 / NOK 849 / EUR 79 / GBP 70 / CHF 99 / USD 98



Black

1011868 **MaPryvora Trousers**  
Quality: Viscose Blend Crepe Jersey  
RRP: DKK 699 / SEK 899 / NOK 999 / EUR 89 / GBP 79 / CHF 109 / USD 128



Black

1011887 **MaPirista Trousers**  
Quality: Viscose Blend Crepe Jersey  
RRP: DKK 749 / SEK 999 / NOK 1099 / EUR 99 / GBP 85 / CHF 109 / USD 128



Black

1011888 **MaEfa Top**  
Quality: Viscose Blend Crepe Jersey  
RRP: DKK 499 / SEK 699 / NOK 749 / EUR 69 / GBP 55 / CHF 79 / USD 88



Black

GO-TO STYLES THAT DELIVER  
STRONG SELL-THROUGH

PROVEN COMFORT FOR MAXIMUM SALES

Crafted for everyday wear, these classic trousers are loved for their exceptional comfort and style.  
Always a customer favourite, they're simple to sell and even easier to wear.

1011886 **MaPriam Trousers**  
Quality: Viscose/Cotton Interlock Jersey  
RRP: DKK 699 / SEK 899 / NOK 999 / EUR 89 / GBP 79 / CHF 109 / USD 128



Black



1011886 MaPriam Trousers



1011886 MaPriam Trousers

1011861 MaDoreann Top  
1011886 MaPriam Trousers







1011893 MaHelle Slip Dress

SILKY SOFT – STOCK UP ON ESSENTIALS TODAY

Crafted from luxurious microfiber, these pieces offer a smooth, second-skin feel.  
The ultimate comfort your customers deserve.

1011893 **MaHelle Slip Dress**  
Quality: Microfiber Stretch Jersey  
RRP: DKK 299 / SEK 399 / NOK 449 / EUR 39 / GBP 35 / CHF 49 / USD 48



Cream Neutral Black

1011894 **MaHonni Slip Dress**  
Quality: Microfiber Stretch Jersey  
RRP: DKK 349 / SEK 499 / NOK 549 / EUR 49 / GBP 39 / CHF 49 / USD 58



Cream Neutral Black



1011894 MaHonni Slip Dress



1011893 MaHelle Slip Dress

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