



SCOTCH & SODA

AMSTERDAMS BLAUW

LIMITED EDITION DENIM: MERCKXXX

Scotch & Soda's denim label Amsterdams Blauw proudly presents its new limited edition denim: Merckxxx. Paying a grand tribute to the world's bicycle community, Merckxxx is designed to cater to the needs of heavy commuter cyclists. The jeans are named after the world famous cycle champion Eddy Merckx, adding extra x's referring to the three crosses on the coat of arms of Amsterdam.

The design is a tribute to the international community of fixed gear pundits and bicycle couriers. The best Italian manufacturers stitched reinforced back pockets which easily hold a U-lock. The slim-fit model has a high rise at the back and low rise at the front for cycle comfort, as well as reflecting elements on the inside fabric at the bottom of each leg to ensure night time visibility. The seams, label and handy key chain don the colours of the Tour de France.

The Merckxxx is manufactured from green selvedge dry denim. The design team chose dry denim for two reasons: because the production process of is more sustainable and environment friendly, and because it allows jeans to become entirely unique to their owner: fading and whiskering depends on how you wear, handle and wash the garment. The Merckxxx becomes the owner's unique masterpiece, simply by wearing it.

This one-off pair of jeans is made to celebrate the international community of fixie riders and cycle couriers. Their authentic style, passion and devotion to quality and aesthetic refinement is shared by Scotch & Soda. Inspired by cyclists, made with devotion, the Merckxxx exists to be shared with the world.

*Have a denim good day,
Scotch*



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