



SCOTCH SHRUNK

ANOTHER SCOTCH INITIATIVE

FALL/WINTER 2011/2012

Scotch Shrunk took the world by surprise and flipped it up side down when it debuted in the spring of 2008. The Scotch & Soda team played a wild card by basically shrinking their men's line to boy sizes and spicing it up. Scotch Shrunk has been ahead of the game ever since.

Crashing the Gentlemen's club

This story takes place in a 'mad mad men's world' and our hero dresses the part rocking a typical French look, combining a tuxedo shirt with worker suspenders. His attitude is 'Let the good times roll' and he is at it with verve. When he's in his velour blazer, combined with garment dyed chino sweats, he is mighty comfortable looking 'très cool'. And he knows he's got the London City edge whenever he wears his Shrunk engineered woollen pant and his oversized herringbone bow tie. One day he discovered that he was nowhere without his Shrunk duffle coat and granddad tee, he wears them constantly every since, however always in a different way, different from others and different from the other day. As a self-conscious little gentleman, he likes to add a touch of colour and some suave Shrunk accessories like his infamous granddad hat, star cufflinks or, just the same, the tough Scotch Shrunk tattoo transfers he found on his hang tags.

Patchwork army

On his peaceful battle to conquer his globe he wrecked the camouflage canvasses and other raw materials to the max. Parts of his clothes are fading, creasing or tearing, only to be repaired beautifully with some patchwork, so as to hang on to his favourite worn-down pants, quilted jacket and Shrunk canvas parka. He even takes precautions adding leather elbow patches so his shirt, sweats and pulls will live to see yet another adventure. He keeps fond memories of his trip over the mountains in South America, where the cold taught him to wear his sun bleached colours and heavy knits while collecting ancient Inca patterns for linings and details. Paint splatters mark his beautiful coloured chino. Oil stains on his Scotch Shrunk shirt. If not etched directly onto his clothes, all his experiences end up jotted down in his little sketchbook.

A little bit of country, a little bit of rock 'n roll

He ain't no rider, but he sure looks like one in his Scotch Shrunk rocker tee, oil washed shirt and yarn dyed worker chino. The anatomy of life is his biggest inspiration. He's wild at heart, but all he wants is to save the whale, the peacock and the tipi. Especially when the winters are cold, his brave heart keeps luring him into these adventures. So he takes his Scotch waxed canvas jacket and earns that badge for every epic passage of his life. Right now he's living the cowboy dream throwing on a Shrunk garment dyed polo with suspenders and heavy sweats with lots of knitted details. To soak up the faintest beam of sunlight he wears earthy tones, faux fur and messy hair.

Woolly favourites

You always keep me warm... I want to light a fire, but I can't find wood, fire rocks or even matches. I could create a tipi shelter. But it's so much easier to wear my woolly favourites." A line of handpicked warm and fuzzy Shrunk essentials to snuggle up in on those cold, stormy winter days. Soft and sturdy feel good goods, ranging from loafers (moccasins) to mittens, to chunky sweats and knitted blazer. This snug and woolly Scotch wardrobe, easily recognized by the packaging, will keep our hero going till spring.

Enjoy the new collection for Fall/Winter 2011/ 2012

*With love,
The Scotch Shrunk team.*

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