



SCOTCH & SODA

AMSTERDAM COUTURE

SCOTCH & SODA WINS AWARD FOR BEST FASHION

Scotch & Soda would like to share the good news that we won the award for Best Fashion at the Sportswear International Fashion Awards (SIFAs) on Tuesday 18 January. We kindly use this opportunity to thank all the voters for nominating us, and the jury for granting us the award.

SIFA: 'Out of the five nominees (among them Isabel Marant, Markus Lupfer, Therese Rawsthorne and Adam by Adam Lippes) a jury of 18 internationally renowned retailers and buyers voted for Scotch & Soda for its vision, design, brand strength and potential. "We are happy that Scotch & Soda is the Best Fashion winner for 2010. They bring together a perfect blend of cool sportswear design and brand image that is commercially extremely successful and therefore fits the needs of today's retail business", says Sabine Kühnl, Editor-in-Chief of Sportswear International. Some of the other winners were Vivienne Westwood for Lee in Best Denim, Adidas Originals vs. Burton in Best Sport/Street and Nike in Best Sneaker.

Our design team attended the 10th edition of the Sportswear International Fashion Awards, taking place at the Berlin Ellington Hotel, just before the kick-off of Bread & Butter.



Scotch & Soda's winning image

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