



SCOTCH SHRUNK

ANOTHER SCOTCH INITIATIVE

Fall / Winter 2010

Profile

Since 1985 Scotch & Soda has expanded operations extensively while maintaining their very own way of doing business. Creativity and individuality are the keys to this success. Scotch & Soda has developed into a well respected brand with over 6000 shops in a high-end distribution network in 31 countries worldwide.

Scotch Shrunk, the kids line of Scotch & Soda is growing rapidly as well. It is following his brother all over the world and caters to almost 2000 shops after its fourth season. The Scotch brand DNA, old school with a spicy twist and awesome detailing, is carried out to perfection in this unique boys brand. To Scotch Shrunk, variety is the spice of life.

Highlights

Winter is arriving and we are about to enter it! Travelling to different places, times and even to different galaxies, Scotch Shrunk has gathered all their experiences and adventures and captured this in four themes for the new Fall/Winter 2010 collection.

Where's my castle??

Far...far...away..in the land of Scotch Shrunk there is a place where everyone can party, rest and enjoy themselves... Feel like the lord of the castle, being dandy is no shame! The eco style is visible in printed flannels and natural off-white fabrics. Preppy lace and rich embroideries are found in the details. The shirts are full of tiny flowers, mostly in autumn colours. The guys dress themselves up in tailored jackets with their ties or even bow-ties and are getting ready for the bal masqué!

Cowboys & Angels

Here it is all about the contrast, rough goes together with soft. Light pastels are mixed with deep indigo printed T-shirts. The guys are wearing their big-check shirts like a real cowboy should!

Shrunk offers basic tees and indigo-detailed polo's in easy colours and beautiful qualities. Rough boys are showing their softer sides by wearing their roughed-up denims with subtle dip-dyed heavy-knitted pulls, hats, gloves and scarves. Light-weight knits go together with chunky knits! Heavy crack prints are used, but also super refined embroideries are presented in the details.

Livin' out Loud!

The African Razzmatazz rocks...and the tribals go round and round. A new art is created, where warm deep colours, bright colours and graphic black/white prints go hand-in-hand perfectly.

MC hammer's travelling pants are ready to conquer the world again, but this time with an ethnic twist. Knitted multi-coloured pullovers are worn by the rockabillies and studded belts rock anyway! Fun colours are used in the cool corduroy pants. The message is clear, strong and straight-to-the-point, this shows in the "smart" lines in the bright colour-blocked T-shirts. Get your Shrunken guitar pick and put your records on!

Battle Star Galactica

Scotch Shrunken always has a little rebellious side. Anti-heroes rise up and show yourselves! In this galaxy the sports are fast and full of action, you can even see the speed in the artworks! The snow dust touches the bright colours with shades of grey. Big photo prints with spacemen are found on tees and pulls.

Shrunken has also provided all the gear you will need to race in space, skateboards, helmets and Shrunken X-ray goggles are things you cannot live without here. Glow-in-the-dark scarves light up the galaxy! Boom! Pow!

Thank you for wearing us!

With love, Scotch Shrunken