



# SCOTCH & SODA

AMSTERDAMS BLAUW

FALL/WINTER 2011/2012

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From the heart of our beloved city Amsterdam, Scotch & Soda proudly presents its second Amsterdams Blauw® denim collection: entitled 'Something about Saturday'. This season's theme marks the change in denim. The work week is over and come Saturday, men get to drop formal dress codes and change into their favorite attire: a pair of trusty jeans. A welcome relief from a hectic week, time to pause and reflect: this is when the best ideas are born and the quality of our life becomes manifest. The Autumn / Winter 2011 collection was built up around the brick lane boy and the denim gentleman, the idea that these are the kind of guys wearing our jeans.

Our debut Amsterdams Blauw® collection for Spring/Summer 2011 set the tone to the liking of a loyal denim-loving crowd. For the up coming winter season, we continued with our signature fresh approach to denim traditions, free from any heritage-restrictions. Amsterdams Blauw® is purist at heart but we're not afraid to experiment and express our creativity in the small details that we know make the big difference and that Scotch is best known for. You can almost wear our denims inside out, they are so well constructed. A great focus on detail is put into every piece. Look for hidden treasures in Scotch denim like the 'fly button' literally a fly embossed onto a button and the signature lucky coin pocket, which actually has a lucky coin for its new owner.

The Autumn/Winter 2011 collection continues to feature mainly five-pocket fits, the slim fit Ralston being our best selling fit 'our fit of the moment'. Another best seller alongside the Ralston is the Brewer, a worker-style pant with a constructed look, loosely tapered, with a long drop crotch and signature long back pockets. This fit features felled inner and outer seams and is fast becoming an iconic style for Scotch's denim line.

Signature washings within the collection are Paris-Texas and Borrel Blue. The Paris-Texas was inspired by the iconic movie: dusty tinting, with repairs in L.A.-inspired bright stitching colors. For the Borrel Blue, we used a 24-dip indigo with no tinting, hence the blue, blue colour. The inspiration for Borrell Blue came from the 1920's at the start of Brick Lane when the workers in the factories would wear their blue overalls.

There is also a premium selection of denims within the Amsterdams Blauw® line. Consisting of 4 fits and 6 washes this fine selection goes by the name of *LOT 22*. This collection is specially laundered in Italy using the most premium fabrics and washed only by hand, *LOT 22* is the denim laboratory for the design team. An experimental room where they can test new washing ideas before they make it to the main collection the following season. The Quaker (the Dutch pronunciation 'kweker' means farmer), is one of the premium denims within this range. Inspired by the old Dutch farmer pant, the Quaker fit has details like a hook-and-eye closure and a single pocket in the back, which farmers referred to as the 'payment day pocket' back in the days.

Apart from a wide range of denims, 'Something about Saturday' features denim shirts, topped with jackets and complemented with great outdoor waistcoats. This dressed up aficionado denim collection is designed for men who want the best out of everything, enjoying big city life as much as the great outdoors, fresh cutting edge design as much as vintage style and make. The Saturday in denim makes all men equal in their quest for the perfect denim look to underscore their monumental individuality. Denims start from just 89 euros and go up to 179 euros. The Autumn/Winter collection will be available in stores from July 2011.

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