

ABOUT US

Amsterdams Blauw® is the denim collection of the Amsterdam-based fashion brand Scotch & Soda. The name Amsterdams Blauw (or: Amsterdam Blue) is the colour of paint that was used in the Golden Century between 1500-1750 to paint Dutch porcelain. The striking blue colour was obtained by mixing indigo from China and Japan with an oil-based paint. Nowadays, this colour is still widely visible in the streets of Amsterdam on house number plates and street signs.

Scotch & Soda Amsterdams Blauw® is an ambitious young denim project that draws inspiration from American and Japanese denim aesthetics. We're constantly inspired by our great city Amsterdam, which allows us to be free in our approach to things. Amsterdams Blauw® wants to play the maverick card and be the new and fresh alternative for the denim establishment; we like to portray the collection as the challenger brand. After successfully launching the first mens denim collection for Spring/Summer 2011, Scotch & Soda now also holds Amsterdams Blauw® collections for women, boys and girls.



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