



MAISON SCOTCH

AMSTERDAMS BLAUW

SPRING/SUMMER 2012

From the heart of Amsterdam, Maison Scotch proudly presents its third Amsterdams Blauw® denim collection, entitled 'The Great Escape'. A line of high quality denims, inspired by Japanese and American denim esthetics, with a fresh twist. Maison Scotch likes to focus on the small details that make the big difference; the denims are so well-constructed, you could almost wear them inside-out.

Maison Scotch continues to seek inspiration from the refined Parisiennes and their sophisticated sense of style. For 'The Great Escape' Spring/Summer 2012 collection, the design team imagined how the Parisienne travels down under, to spend the summer with friends on the beaches of Melbourne, Australia. Here, her Paris fashion aesthetics meet with the eclectic beach girl style, fit for long bike rides along the shore, all-day breakfasts with friends and warm summer nights at the beach. This results in an effortlessly cool summer collection of well-considered, carefully detailed denim-based garments.

Key fits this season are the Constructed Chino: a new tapered denim chino with inserted tapes at the front, and the Marie Marine: a slim-fit double waistband pant with worker pockets and twisted side seams, perfect to be worn with rolled up hems and a pair of flip-flops. Still at the core of the Amsterdams Blauw® collection are the best selling ladies fits Cinq-P, La Parisienne, Mademoiselle and Rebelle, available in an array of fabrics and washes. Amsterdams Blauw® is particularly proud of its Sacre Bleu ('holy blue') wash, an absolute must-have fresh blue, and the Bondi Blue, which is a bleached down version of the Sacre Bleu.

Besides bottoms, the Amsterdams Blauw® Spring/Summer 2012 collection offers a range of handpicked pieces for the essential denim wardrobe. The light-weight chambray denim Overall is easy to wear over a bikini this summer or with a tee. If this is too masculine for you, try the denim Jumpsuit with a gathered neckline and tapered cropped legs. Another must-have is the denim bikini, which comes in a cute denim envelope, and the Quilted Worker Jacket, with all-over bandana print and lined with chambray on the inside. Furthermore, Amsterdams Blauw® Spring/Summer 2012 'The Great Escape' collection features denim shorts, beach pants, oversized tunics, cropped wide denim shirts, sleeveless dresses and much, much more.

*Love,
Maison Scotch*

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