



SCOTCH SHRUNK

ANOTHER SCOTCH INITIATIVE

SPRING/SUMMER 2012

From the heart of Amsterdam, Scotch ShrunK proudly presents its Spring/Summer 2012 collection. An exciting boys collection, designed with love, care and with the great attention to small details that Scotch & Soda is known for. Alongside the anticipated new items that the design team creates each season, ShrunK sometimes winks to the mens collections by featuring miniature versions of Scotch & Soda garments, with a fresh ShrunK twist.

Highlights

For Spring/Summer 2012, Scotch ShrunK designed everything a boy needs to look effortlessly cool this season, with four key themes in mind.

‘Let’s go bananas’ is all about tropical colour blocking and surfy summer tones, like Tahiti in the seventies. This theme offers comfortable zip-throughs, polkadot and jungle print swim shorts, slubby surf shirts and even beach towels.

Take a leather jacket and cotton caban to hit the road with ‘The moon, the stars and the stripes’. ShrunK spices up all uniforms, from army outerwear to marine tops and midnight rider jackets. Camouflage comes with a hint of ‘Aloha’ in oversized shorts; classics are redefined with with quirky college details and vintage treasures. Cargo shorts, ankle bandanas and Union Jacks show up in unexpected places, but always with a rock ‘n roll edge.

For ‘The house of Bryzantine indigo’, ShrunK dives into a pool of indigo blues and linen whites. Workwear-like tough jackets, laundered indigo knits and light-weight kaftans complete this denim-inspired look.

Last but not least, ‘Sunken Treasure’ is inspired by the mysteries of deep-sea life, bringing octopus tees in washed-out water colours and a soft-tone colour palette for shirts and chinos. This theme is not for the faint-hearted, as deep-sea creatures may appear unexpectedly on socks and swim shorts. After all these discoveries, the boys deserve a relaxing afternoon, floating around on their Scotch ShrunK air beds...

*Love,
Scotch ShrunK*

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