

# SCOTCH & SODA

AMSTERDAM

## SCOTCH & SODA REVEALS NEW BRAND IDENTITY, ACCELERATES GLOBAL EXPANSION WITH NEW STORE OPENINGS

**16<sup>th</sup> March 2021, AMSTERDAM** – Scotch & Soda reveals today the launch of its new brand identity whilst announcing the expansion of its store network by opening 15 new stores over the next 6 months.

The new brand logo embraces the symbol of unity at the heart of Scotch & Soda's name which embodies the free spirit of Amsterdam, blending the iconic ampersand with the brand's initials, whilst also nodding to the craftsmanship that goes into the collections by following the delicate movement of a thread attached to the eye of a needle.

The identity reflects Scotch & Soda's design ethos of connecting the expected with the unexpected, celebrating the power of self-expression and liberal thinking of Amsterdam, the city where the brand was born. It is translated into collections which combine essentials with eclectic statements, grounding them with surprising details and unique functionality to deliver a modern everyday wardrobe across menswear, womenswear, kidswear and a premium denim line named after the iconic "Amsterdams Blauw."

Designed in collaboration with A Studio in New York, the new identity will be revealed digitally today on the brand's social media channels, website and dedicated app, as well as in several new stores, before launching on collections in November with the Spring 22 collection.

A total of 15 new brick-and-mortar stores and 12 shop-in-shops will be opening worldwide over the next 6 months starting today, adding to the brand's existing retail network of 225 stores and 161 shop-in-shops. The acceleration of its global retail network, in cities across key markets in Europe, North America, the Middle East and Asia-Pacific, with the introduction of a new "Free Spirit" store concept that highlights its new brand identity, will be combined with the brand's unified commerce integration and omnichannel capabilities to be completed by early 2022.

In addition to the new stores, the brand will also add new showrooms and offices in Shanghai (China) and Milan (Italy) this spring.

Frederick Lukoff, CEO, commented: *"With our new identity, we want to define our evolution, mark a new era of brand expression and storytelling with a renewed ambition for growth whilst still managing the negative effects of the COVID-19 pandemic on our current performance. We are relentlessly optimistic about the future and the next chapter of the brand and its story based on the profound values of unity that drive the unique spirit of Amsterdam."*

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Key openings in Europe include new larger locations in the Netherlands, including a new store in Utrecht opening today, followed by the opening in Westfield's Mall of the Netherlands in Leidschendam on March 18th, as well as the brand's largest flagship worldwide opening in 's-Hertogenbosch (colloquially known as Den Bosch) on March 25th. In Germany, two stores will open, starting with a new location in Hamburg at the end of March. In France, a new store will open in the Corso wing in the CAP3000 beachfront mall in Nice in June. A new location will open in Ukraine in May, whilst in Poland two new stores will launch in Warsaw by October. Additionally, three shop-in-shops will open with Globus in Switzerland this month, followed by 7 shop-in-shops to be unveiled in Åhléns department stores across Sweden – including in Stockholm and Gothenburg – in March and April, cementing the brand's growth in Scandinavia.

A new store in the Seaport district of Boston in the United States will open in September, following the recent openings of two stores in California in January to add to the existing 43 store portfolio in North America. Additionally, the brand is currently looking at securing 3 additional locations in the USA including Palo Alto (CA), Charlotte (NC) and in the King of Prussia Mall, Pennsylvania, over the next few weeks.

Continuing its expansion in the Middle East, the brand enters the new market of Israel in April, followed by Qatar, UAE and Kuwait. In Asia-Pacific, a new franchise will open in April in Mumbai, India, as well as in October in Perth, Australia.

Staying true to the essence of Scotch & Soda, each store is unique, blending the original architecture and characteristics of each building with the brand's own signature design to embody the brand's new store concept. All facades and interiors will now carry the new brand identity and play on muted tones of cloud white, charcoal and tan, combined with pop accents of sunshine yellow, rose pink, and burgundy. Bespoke fixtures in aged brass, textured tiles, marble, powder-coated steel and a unique bar designed to highlight accessories and get together around it. Selected vintage furniture and wallpapers designed in-house complete the new design concept.

In addition, all new stores are fitted with LED lights, FSC wood herringbone flooring, new hangers made of recycled materials and selected soft furnishings such as sustainable rugs woven in ECONYL®. The Westfield Mall of the Netherlands store is also BREEAM®-certified for sustainability performance.

Addressing sustainability is also at the core of Scotch & Soda's approach to creating responsible collections. For the current Summer 2021 season, 41% of all styles across all lines meet our responsible materials standard of 20% use of responsible material by item. Our aim will be to increase this so that 70% of styles to be made by early 2024 will meet such standards.

From the Summer 2022 collection onwards, Scotch & Soda will be increasing the responsible standard of materials use to a minimum of 50% of these materials. These are certified fibres that are organic, recycled, regenerative or renewable from a biological or technical source, such as organic cotton, recycled polyester or ECONYL®, except in the use of recycled cotton, in which our threshold is 20% to ensure that we maintain the durability and quality of the fabric as the fibres of recycled cotton are shorter.

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## FACT SHEET

### IMMEDIATE OPENINGS

#### Utrecht (The Netherlands)

The Utrecht store stands at 373 square metres on the Oudegracht, the city's famous canal. Occupying a grand 13<sup>th</sup> century townhouse, the facade combines period details, such as the sculpted lion heads, with stucco and black window frames. The eclectic mix of classic and modern carries through to the interiors, which retain the building's original wood-beam ceilings. Spread over 2 floors, the new store showcases all collections and features selected vintage furniture as well as the brand's signature complimentary bar serving soft drinks.

- Opening on March 16<sup>th</sup>
- Oudegracht 121, 3511 AH, Utrecht
- Directly operated store
- 373 square metres, spanning 2 floors
- Womenswear, menswear, kidswear, footwear, eyewear and beauty collections
- Special features:
  - Occupies a 13<sup>th</sup> century townhouse
  - Facade combines period details, such as sculpted lion heads, with modern stucco and black window frames
  - Original wooden-beam ceilings
  - Signature complimentary bar serving soft drinks
- Opening hours:
  - Tuesday to Saturday, 10am – 8pm
  - Monday and Sunday, 12pm – 6pm

#### Leidschendam (NL)

Coinciding with the opening of Westfield's Mall of the Netherlands in Leidschendam on March 18<sup>th</sup>, Scotch & Soda will launch in the new shopping destination. The bold facade will carry the new brand identity, with unique *zellige* tiles handmade in Morocco. A complimentary bar serving soft drinks will welcome visitors at the entrance. The store is also BREEAM®-certified for sustainability performance.

- Opening on March 18<sup>th</sup>
- Westfield Mall of the Netherlands, Kornoelje 6, 2262 AX, Leidschendam
- Directly operated store
- 114 square metres
- Womenswear, menswear, footwear, eyewear and beauty collections
- Located in Westfield Mall of the Netherlands, the largest mall in the country
- Special features:
  - Facade features *zellige* tiles handmade in Morocco
  - Signature complimentary bar serving soft drinks
- BREEAM®-certified
- Opening hours:
  - Tuesday to Saturday, 10am – 8pm
  - Monday and Sunday, 12pm – 6pm

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## 's-Hertogenbosch "Den Bosch" (The Netherlands)

At 510 square metres, the new Den Bosch store will become the largest Scotch & Soda store worldwide, housed in a former theatre constructed in 1919 in the Amsterdamse School style, which became a cinema after the Second World War. Blending the monument's colourful history and architecture with modern touches, it will provide a customised shopping experience spread over 3 floors carrying all collections, including womenswear, menswear, kidswear, footwear, eyewear, and beauty. Created as a social as well as retail space, it will feature a bespoke bar serving complimentary soft drinks, a reservations-only lounge complete with a private dressing room and a phone-charging station, as well as a dedicated fitting room where kids will be encouraged to get creative with an art wall and laughing mirrors.

- Opening on March 25<sup>th</sup>
- Hoge Steenweg 15, 5211 JN 's-Hertogenbosch, Den Bosch
- Directly operated store
- 510 square metres, spanning 3 floors
- Womenswear, menswear, kidswear, footwear, eyewear and beauty collections
- Special features:
  - Housed in former theatre built in 1919 in the Amsterdamse School style
  - Signature complimentary bar serving soft drinks
  - Reservations-only dressing room with phone charging station
  - Kids' fitting room featuring an art wall and laughing mirrors
- Opening hours:
  - Tuesday, Wednesday, Friday and Saturday, 10am – 6pm
  - Thursday, 10am – 8pm
  - Monday and Sunday, 12pm – 6pm

## Hamburg (Germany)

The new Hamburg store will reside in an Art Nouveau building in the historical centre, and will be the third store in the city.

- Opening on March 29<sup>th</sup>
- Mönckebergstraße 7, 20095 Levantehaus, Hamburg
- Directly operated store
- 210 square metres
- Womenswear, menswear, footwear, eyewear and beauty collections
- Located in the city's historical centre
- Special features:
  - Located in an Art Nouveau building
- Third store in the city
- Opening hours:
  - Monday to Saturday, 10am – 8pm

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## **About Scotch & Soda**

Born in Amsterdam in 1985, Scotch & Soda celebrates the free spirit of its birth city. Endlessly optimistic, the brand champions individuality, authenticity and the power of self-expression to create the unique – an attitude reflected in its designs.

The Scotch & Soda collections include men, women, kids, denim, eyewear, fragrances and accessories, occupying a unique space in today's global fashion landscape.

Collections can be found globally in 225 freestanding stores across Europe, North America, Asia, the Middle East, Africa and Australia, as well as in 7,000 doors in some of the world's biggest cities, including New York, London and Paris. The brand's online operations also ship to over 70 countries.

For more information, please visit [www.scotch-soda.com](http://www.scotch-soda.com)

## **Media enquiries:**

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## Links:

Please click below to download visual assets:

- [New Scotch & Soda Logo and Icon](#)
- [Utrecht store \(Netherlands\) photography](#)
- [Westfield Mall of the Netherlands store \(The Netherlands\) photography](#)
- ['s-Hertogenbosch "Den Bosch" store \(The Netherlands\) renderings](#)