

# SCOTCH & SODA

AMSTERDAM

## SCOTCH & SODA ANNOUNCES THE OPENING OF ITS LARGEST STORE WORLDWIDE IN THE NETHERLANDS, FEATURING NEW BRAND IDENTITY

**AMSTERDAM, April 6, 2021** – Amsterdam-born lifestyle fashion brand Scotch & Soda celebrates today the opening of its largest store worldwide in the Dutch city of 's-Hertogenbosch, also known as Den Bosch.

The store is housed in a former theatre build in 1919 in the Amsterdamse School style by the architect A.J. Hekker, which became a cinema after World War II, known over the years as the "Luxor Theatre."

Celebrating the uniqueness of the location, it blends the monument's colourful history and architecture with modern touches. It will provide a customised shopping experience spread over 3 floors and 510 square metres of selling space, its largest store worldwide, carrying all the brand lifestyle collections, including womenswear, menswear, kidswear, footwear, eyewear, fragrances, as well as the brand's premium denim line "Amsterdams Blauw."

Following a new "Free Spirit" store concept, the new location is conceived as a social as well as retail space, featuring a bespoke bar serving complimentary soft drinks, encouraging a communal experience and a dedicated family fitting room where kids will be encouraged to get creative with an art wall and a series of laughing mirrors. For a more personalized experience, a reservations-only lounge with a private dressing room will be available.

The opening of the Den Bosch store follows the recent openings of two Scotch & Soda locations earlier this month, in Utrecht and the Westfield Mall of the Netherlands in Leidschendam, together with the launch of its new brand identity with a new logo embracing the symbol of unity at the heart of Scotch & Soda's name.

Following the recent openings, Scotch & Soda will be opening at least another 12 new brick-and-mortar stores and 12 shop-in-shops worldwide before the end of October, adding to the brand's existing retail network of 227 stores and 161 shop-in-shops. Key openings in existing markets will include the USA, Germany, France, Israel, Australia, Middle East, Ukraine, Switzerland and Sweden and for the first time Poland in September whilst it is looking to expand its presence in China and Italy with the opening of showrooms in Shanghai and Milan in June.

Celebrating the uniqueness of each location is at the heart of the store concept strategy, blending the original architecture and characteristics of each building with the brand's own signature design. All facades and interiors will carry the new brand identity and play on muted tones, combined with pop accents of sunshine yellow, rose pink, and burgundy. Bespoke fixtures in aged brass, textured tiles, marble, powder-coated steel

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and a custom bar, as well as selected vintage furniture and wallpapers designed in-house complete the design concept of the new stores. In addition, all new stores are fitted with LED lights, FSC wood herringbone flooring and new hangers made of recycled materials and selected soft furnishings such as sustainable rugs woven in ECONYL®, made from regenerated nylon.

This acceleration of Scotch & Soda's global retail network will be combined with the brand's omnichannel and unified commerce ambition, to be completed in 2022, following the opening of a brand new fully sustainable 27,500 square metre warehouse in Hoofddorp next year and the integration of RFID technology in partnership with Nedap for stock level optimization.

Frederick Lukoff, CEO, commented: *"This week's opening is a pivotal moment in our history despite the obstructive effects of the COVID 19 pandemic on our current retail performance. We recognize the significant importance to connect with our customers no matter the circumstances, and we remain confident that better days will come. It will remain fundamental to connect with our customers one-on-one in stores, in combination with all the growing digital distribution channels, in order to offer the best possible experience to our customers in the future."*

## 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 227 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)

## Links

Please on click the links below to download images of the new Scotch & Soda stores in:

- [Utrecht](#)
- [Leidschendam \(Westfield Mall of the Netherlands\)](#)
- [Den Bosch](#)

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## FACT SHEET

### Utrecht (The Netherlands)

- Opened 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 (The Netherlands)

- Opened 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

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

- Opened on April 6<sup>th</sup>
- Hooge 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