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04651/ PRESENTS NEW SPRING/SUMMER COLLECTION 2018

A TRIP IN A BAG – RELAXED, MODERN BASICS PROVIDING REAL COMFORT, MANUFACTURED USING THE FINEST MATERIALS ONLY. APART FROM THE ESSENTIALS IN THE MAIN COLLECTION, 04651/ NOW OFFERS SIGNATURE PIECES IN TWO SEPARATE CAPSULE COLLECTIONS FOR THE FIRST TIME.



A TRIP IN A BAG – this slogan sums up the idea behind 04651/. Relaxed, modern basics providing real comfort and a sensual feel, manufactured using the finest materials only – which is almost all you need to put into your carry-all for a mini break by the sea. “Easy to understand, modern, practical and luxurious, and at the same time close to nature and relaxed, straightforward and timeless. With 04651/, we continue to offer an exceptionally sophisticated travel collection – the perfect essential pieces for that ‘trip in a bag’, to spend a weekend by the sea or in the city. Now in its sixth season, the collection today is very international, but has never lost touch with its origins,” CEO Lars Braun comments.

Apart from the essentials in the main collection, 04651/ now offers signature pieces in two separate capsule collections for the first time. The ‘Oyster Capsule Collection’ excels with luxury fabrics from the world’s best weavers and surprises us with extraordinary details reminiscent of Sylt oyster shells. The ‘Wave Capsule Collection’ offers styles that represent the athleisure trend, stylishly played out using technically innovative materials.

In the spring/summer 2018 season, 04651/ show its laid-back, relaxed and comfortable side – summery, Nordic, classy and abundant with the very best materials. The key player this season: linen in every possible way. Knitted, woven, light as a feather or densely processed, it is the perfect summer fabric and, first-class workmanship provided, the epitome of luxury.

A special highlight in the 04651/ range – and available for the first time – are t-shirts, swim shorts and beach towels with specially produced photo prints that result from our campaign shoot on Sylt. These prints in a faded-out look appear like they were roughened by the salty marine air. ‘Seagull’, ‘Lighthouse’ and ‘Shore’ are three themes that go back to the origins of 04651/ – the unspoiled landscapes of Sylt. The beach towel can be stowed away in a nylon pouch and carried on the back, which shows that performance aspects again play a big role this season. Stripes are used in a well-thought-out manner and set an accent.

For its outerwear range, 04651/ is reissuing the ‘Rainjacket’, a typically North German bad-weather staple that is also available in an elongated variety. A heavy, luxurious linen blouson and a so-called ‘body warmer’ complement the outerwear collection. The ‘body warmer’ is the 04651/ term for a light down gilet that is just perfect for layering and shields off its wearer from the rough sea breeze. It can be combined with virtually every other top in the collection.

For the realm of trousers, brand manager Matthias Garske explains how 04651/ sets itself apart: “We view the domain of classic trousers as sufficiently covered and are therefore focussing on our very successful jogger pants styles. For the new season we looked into the details again to bring these to perfection. All styles are cosy, laid-back and elaborately finished. Linen and cotton exude a summery air. Poplin is just perfect for a more dressy version of jogger pants.”

The accessories range of 04651/ again offers the ‘Three-day bag’ as well as the ‘five-day bag’, for these short and not-so-short escapes from the everyday. The colour palette remains Nordic and fresh: navy, sky blue, white and green that remind us of the Sylt landscapes – which are as natural as they are subdued.

#### WAVE CAPSULE COLLECTION

Classically functional and uncompromisingly luxurious – athleisure brings together what belongs together. Quite naturally, an active lifestyle reflects in all areas of life. The ‘Wave Capsule Collection’ is a symbol of the rough North Sea and its waves, dynamic, never static, wild and soothing at the same time. Perfectly suitable for creating a bond between its wearer and nature, it offers a well-being collection for a long jog along the beach or a yoga class.

The finest fabrics, functional details and technical fibres are used, which are wind- and water-resistant as well as breathable. The colour range here is limited to navy and white. The ‘Kangaroo Jacket’, ‘Hybrid Blouson’ and ‘Technical Tee’ all offer details like phone and key pockets or reflective neon piping. A matching accessory is the ‘Wave Bag’ a light gym bag providing lots of space.

#### OYSTER CAPSULE COLLECTION

Inspired by the Sylt oyster, the ‘Oyster Capsule Collection’ refers to nature in its most original existence. ‘The Cardigan’, ‘The Blouson’, ‘The Shirt’ – all of which are thoroughly selected and luxurious down to the smallest detail. An extraordinary highlight are the buttons of the ‘Oyster Capsule Collection’ that are manufactured using the mother-of-pearl from the Sylt oyster. The zips are from an exclusive Swiss manufacture. The entire knitwear collection is made in Biella, the Italian cashmere stronghold.

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SHOWROOMS

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ABOUT 04651/

The quintessential 04651/ day? You'll be woken by the fresh breeze of the Sea to start the day with the comforting feeling of home in your heart. The rough ocean on one side and the Wadden sea on the other side create moments where time seemingly comes to a standstill for a moment.

'A trip in a bag' is the idea behind the collection. Finest quality, closeness to nature and a touch of luxury: everything packed up in a carry-all to spend a weekend on the most beautiful of all the German islands of the North Sea, Sylt – or on any other of the worlds beautiful coasts.

04651/ represents quality, casual chic and subdued elegance, paired with understatement and traditional values, all refined with that touch of luxury.

In short: a small but sophisticated selection of essentials for men and the ideal balance of effortless elegance, outstanding comfort and a relaxed casual feeling. The range is complemented with subtly coordinated bags, shoes and accessories.

All the designs are developed on Sylt and production is exclusively carried out in Europe. 04651/ represents a muted look that will last beyond the seasonal speed of fashion and is not defined by short-lived trends.