

Press Release – Sylt, 7 July 2016

04651/

04651/ PRESENTS NEW SPRING/SUMMER 2017 COLLECTION

— ‚A TRIP IN A BAG’ — THAT IS FINEST QUALITY, NORDIC CASUAL CHIC AND SUBTLE ELEGANCE, ALL PACKED UP IN A CARRY-ALL. INSPIRED BY THE SYLT HERITAGE, 04651/ IS AT HOME AT THE SHORLINES OF THE WORLD. THE NEW COLLECTION REPRESENTS A LOVE OF THE SEA AND A NEW SENSE OF LUXURY THAT IS QUIET AND SUBDUED, CLOSE TO NATURE AND TELLING ITS VERY OWN TALE.



Sylt – 7 July 2016. ‚A trip in a bag’ is the philosophy of 04651/. Finest quality, a particular closeness to nature and a touch of luxury, all packed up in a carry-all to spend a weekend on the most beautiful of all the islands of the North Sea. 04651/ represents quality, Nordic casual chic and subdued elegance, paired with understatement and traditional values, all refined with a pinch of luxury.

The new collection is all about the particular closeness to nature, the love of the sea and that touch of luxury that subtly pervades the collection. It is a fierce commitment to the Sylt heritage: not bold but much rather a quiet kind of luxury: 04651/ stands for the pureness beneath the polished surface and a new kind of luxury that is quiet and subdued, close to nature and telling its very own tale.

‘It’s perfect for a quick getaway without the need to think much about what to pack in your carry-all,’ says brand manager Matthias Garske. ‘The collection has everything you need for a weekend by the sea.’

There are relaxed linen shirts and trousers, Bermuda shorts, polo shirts, sweat wear and jersey shirts with a texture as well as beachwear, swimshorts, cashmere knit and linen and jersey jackets. The abstract pattern of Frisian tiles runs a thread through the collection as a statement print. It represents the Nordic heritage that can be developed further to be at home at the shorelines of the world, just like the pattern itself. It is used for swimshorts, polo shirts and now also on sneakers, part of the 04651/ collection for the first time, as well as for the linings of light summery down gilets that feature neoprene inserts, and fold-up nylon windbreakers that can be kept away in their own integrated pouch. A new interpretation of the classic Frisian raincoat is the highlight of the collection. The colour scheme runs from sandy beige to crisp shades of white and grey as well as a deep night blue. Cashmere and merino are again from Biella, Italy, where they are made into the finest summer knits. The cuts remain timeless as ever: modern without being too fashionable.

All in all, there are lots of new accessories: a three-day weekender bag as well as one for a five-day trip for the small and not-so-small little getaways; there are light scarves, a beach bag and a beach towel that can be stored in an integrated pouch, as well as belts, sneakers and summery moccasins. All of them feature numerous little details for you to discover, such as the t-shirts with inside labels that feature a tab for hanging them on to a beach chair or parasol.

‘When I think of Sylt, I think of beautiful beaches, the North Sea and this unique attitude towards life that for me exists only there. People spend lovely holidays on Sylt and treasure their memories dearly,’ says Lars Braun about his collection. ‘04651/ is a coastal collection that can be at home at the shorelines of the world, inspired by the most beautiful of all the islands of the North Sea,’ he adds.

DOWNLOAD IMAGES HERE: [HTTPS://GOO.GL/VBKGAa](https://goo.gl/vbkgaa)

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.

FOR MORE INFORMATION, PRINTABLE IMAGES AND PRODUCT CUT-OUTS, PLEASE GET IN TOUCH WITH US:

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