

04651/

A TRIP IN A BAG

TRUE UNDERSTATED MENSWEAR: 04651/ PRESENTS NEW SPRING/SUMMER 2020 COLLECTION

FINEST QUALITY, CLOSENESS TO NATURE AND A TOUCH OF LUXURY: EVERYTHING PACKED UP IN A CARRY-ALL TO SPEND A WEEKEND AWAY. PARTICIPATING AT PITTI IMMAGINE UOMO FOR THE FOURTH TIME, 04651/ SHOWS OFF NEW COLOURS, RELAXED FITS AND A NEW OYSTER CAPSULE COLLECTION.



„A trip in a bag’ – 04651/ provides a travel collection and all the essentials for a spontaneous mini break. Finest quality, a particular closeness to nature and that 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 – or on any other coast of the world.

The unspoiled nature of the island of Sylt is not only the main source of inspiration – those who’ve been to the most beautiful of all the islands in the North Sea may know that 04651/ is the telephone area code of Sylt. Finest fabrics, natural to the touch and quite simply luxurious, in colour palettes with a Nordic feel. The new collection surprises with a very deep colour palette: lima, Amazonia, Tamarillo, an earthy rusty red, and papaya – earthy nuances that draw their inspiration from the Portuguese nature complement our classic Nordic palette. All production is exclusively carried out in Portugal and Italy.

The cuts are relaxed and comfortable. “Alain Delon in ‘The Swimming Pool’ is the inspiration for our new camp collar. A Cuban collar that reminds us of the 70’s, but is yet very modern and wearable”, 04651/ brand manager Matthias Garske comments. The collection’s branding is – as always – very subtle and does not feature any bold elements. All labels are small and understated.

The whicker beach chair: Sylt would not be complete without the iconic whicker beach chair, which shelters visitors from wind and sun. These perfectly designed little homes away from home are the epitome of outdoor comfort and make your day by the sea an extraordinary experience. They are mostly unknown beyond the German border, but everyone who’s ever been to Sylt is familiar with the beautiful wicker beach chairs that feature on 04651/ polo shirts and swim shorts as a small logo.

Linen, cashmere and cotton styles are complemented by knitwear in a rice stitch look and cocoon yarns in a baby-cashmere look. Rainy days will be all the more comfortable in a water-resistant pea coat or a sailor jacket. Another addition to the line is the reissue of the breeze breaker, a light wind breaker that feels just like cashmere.

Tech materials, reflective details and functional wear, as well as the laid-back casual styles, can be packed up in a carry-all without much thinking, but will make for a perfect look: the original idea behind 04651/ and the main inspiration for every season.

THE OYSTER CAPSULE

Luxury in every detail: Inspired by the Sylt oyster, referring to nature in its most original existence. Sanded by the seabed of the rough North Sea, the luxury of the Sylt Oyster is not visible for everyone at once, but surely noticeable for connoisseurs – a quiet luxury, reluctant yet self-evident.

The collection comprises just one key piece in every product group – all of them are carefully selected and luxurious down to the smallest detail. An extraordinary highlight are the buttons manufactured using the mother-of-pearl from the Sylt oyster, just like this season’s key material for the Oyster capsule collection, ice-cotton jersey.

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

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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 world's 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.