

SCOTCH & SODA VIRTUAL SILMO

PRESENTATION ON CURRENT SCOTCH & SODA PRODUCT
JAN & AUG 2020 RELEASES

SCOTCH & SODA

BRAND PARTNER OVERVIEW

SCOTCH & SODA

SCOTCH & SODA CELEBRATING UNIQUENESS

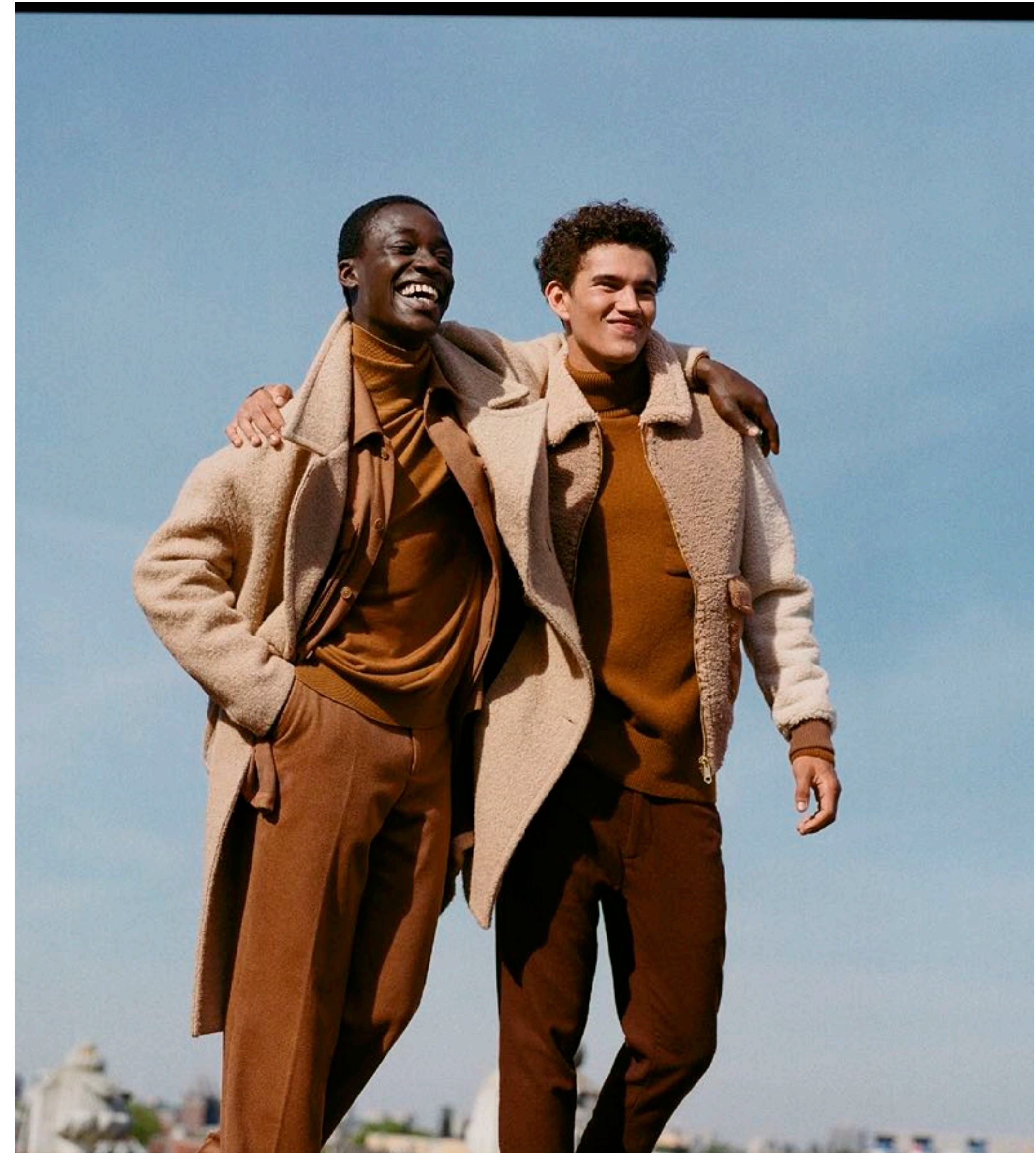
Scotch & Soda celebrates the free spirit of Amsterdam. We champion individuality, authenticity, and the power of self-expression to create the unexpected — an attitude reflected in our unique designs.

Eclectic and modern, our trend-driven collections redefine everyday dressing. We dare to match the unmatched, boldly connecting colours and prints, textures and eras to deliver our authentically Scotch & Soda aesthetic

Our playful, feel good designs are grounded in an appreciation of practical classics: a white shirt, workwear chino, trucker jacket or timeless leather bomber, which we then rework with subtly extravagant details into looks that are all our own, for you to make your own.

Respect for others and our planet is at the heart of our story. We embrace tolerance, because we believe it's our differences that keep things interesting.

Even though we take the issues around us seriously, we never take ourselves too seriously. Everything we do is with a knowing wink. And we're eternal optimists, who believe that nothing can't be done if we do it together.



BRAND PURPOSE

Born and raised in Amsterdam with a global view on the world, Scotch & Soda is there to bring you trend-driven lifestyle collections that you can make your own, without any pressure.

We find refinement in the subtle details in a Surprising manner to build your everyday wardrobe.

We provide style guidelines, as opposed to rules.

We encourage you to always be yourself.

We are subtly extravagant. We gently take you outside your comfort zone, to follow your heart, with respect of others & the planet

We are your friend. Scotch & Soda is always here to help you to **“Look Good, Do Good, Feel good.”**



BRAND PROMISE

“**The Free Spirit of Amsterdam**” is translated in our collections with our effortless attitude & styling.

“**We Are Uniquely Functional**”: Creativity is at the heart of what we do. We want to offer the pleasure of difference in originality whilst focusing on functionality.

We want to offer you the “**Best Value for Money**” possible:

Quality, Longevity are always underlined, whilst sustainability and circularity need to become a key driver for differentiation **within our price points**.



BRAND PERSONALITY

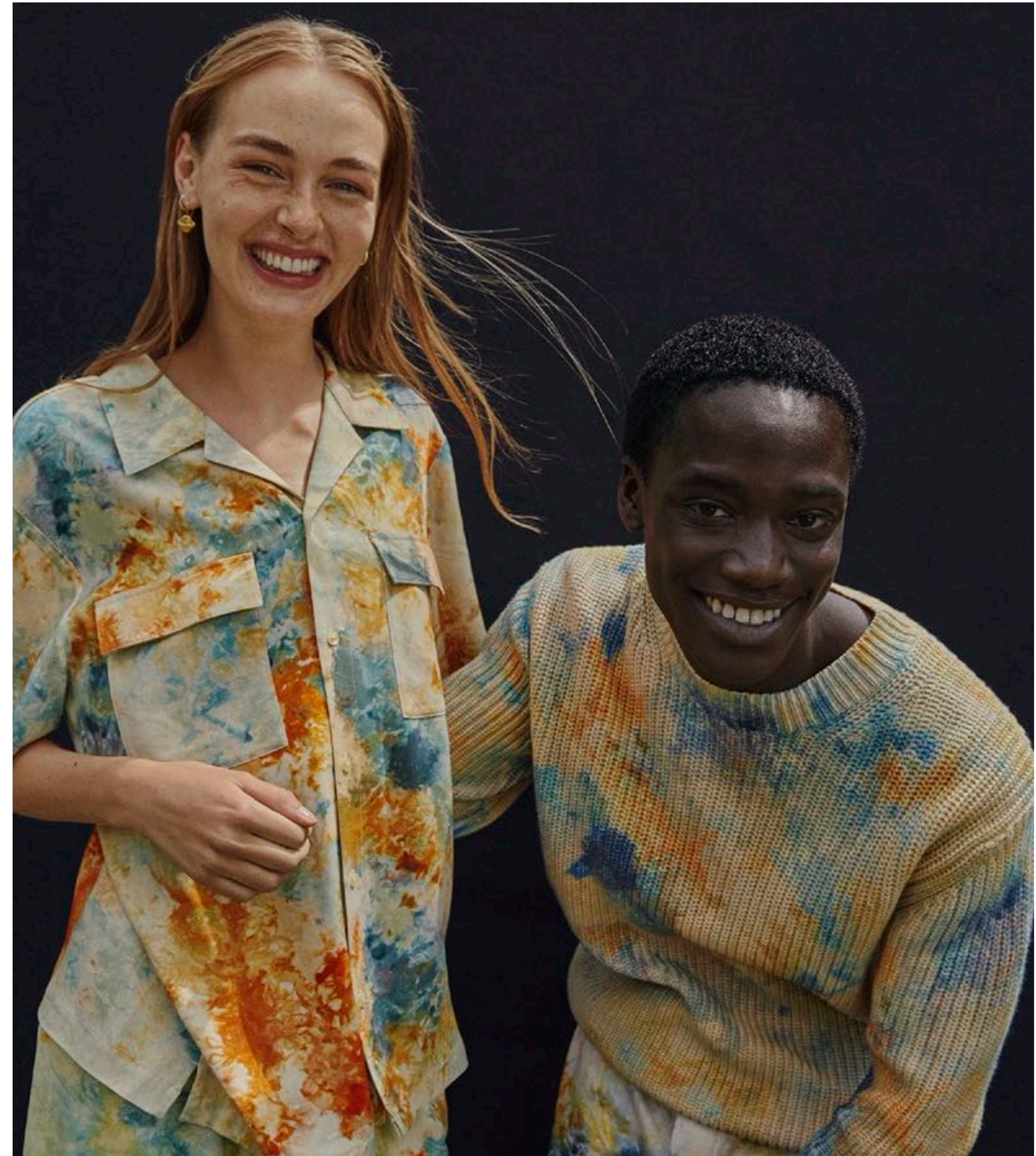
Scotch & Soda has a distinctive point of view with the ability to

“connect the dots” between the “expected and the unexpected”

to create a unique product, available from am to pm, everyday of the week, with the goal to build the ultimate wardrobe overtime, together with its customer.

We, as a brand, understand the past & challenges of the future, we can act pragmatically within chaos, in the city or in the country, indoors or outdoors, rain or shine.

...so you can feel “Scotch & Soda” at all times.



BRAND PERSONALITY

cont...



HOW WE THINK: RELENTLESSLY OPTIMISTIC

We are always there for you. We provide escapism in tough times and celebrate happier times. Staying positive doesn't mean you have to be happy all the time. It means that even on hard days you know that there are better ones coming.

HOW WE ACT: GENUINELY

Direct, effortless and true to ourselves. We provide good value for money with great attention to details.

HOW WE TALK: CULTURALLY RELEVANT

Inspiring & Inclusive.

HOW WE MOVE: ENERGETIC & EFFORTLESS We are a kinetic brand with the ability to pause and reflect at the same time.

WHAT MAKES US UNIQUE: WE ARE AS ECLECTIC AS INTRINSIC

We have fun together, we bring you a richer life, yet we are able to make you stop, think and wonder.

WHY CAN WE CLAIM THIS POSITIONING?

We are born in Amsterdam, 35 years ago. Only we are legitimate & authentic vs our competition





BRAND ATTITUDE



THE BRAND IN 3 WORDS:

GENUINE

Authentic, practical, pragmatic, solution-driven, accessible and wearable.

DARING

Free-thinker, detail-oriented, “think outside of the box”, pushing boundaries by connecting the “expected with the unexpected”. We are able to provide excitement and playfulness without taking ourselves too seriously.

TOLERANT

Based also on the Free spirit of Amsterdam, we are aware of global issues, we are collaborative, respectful of the planet & others, always supporting the idea of togetherness.



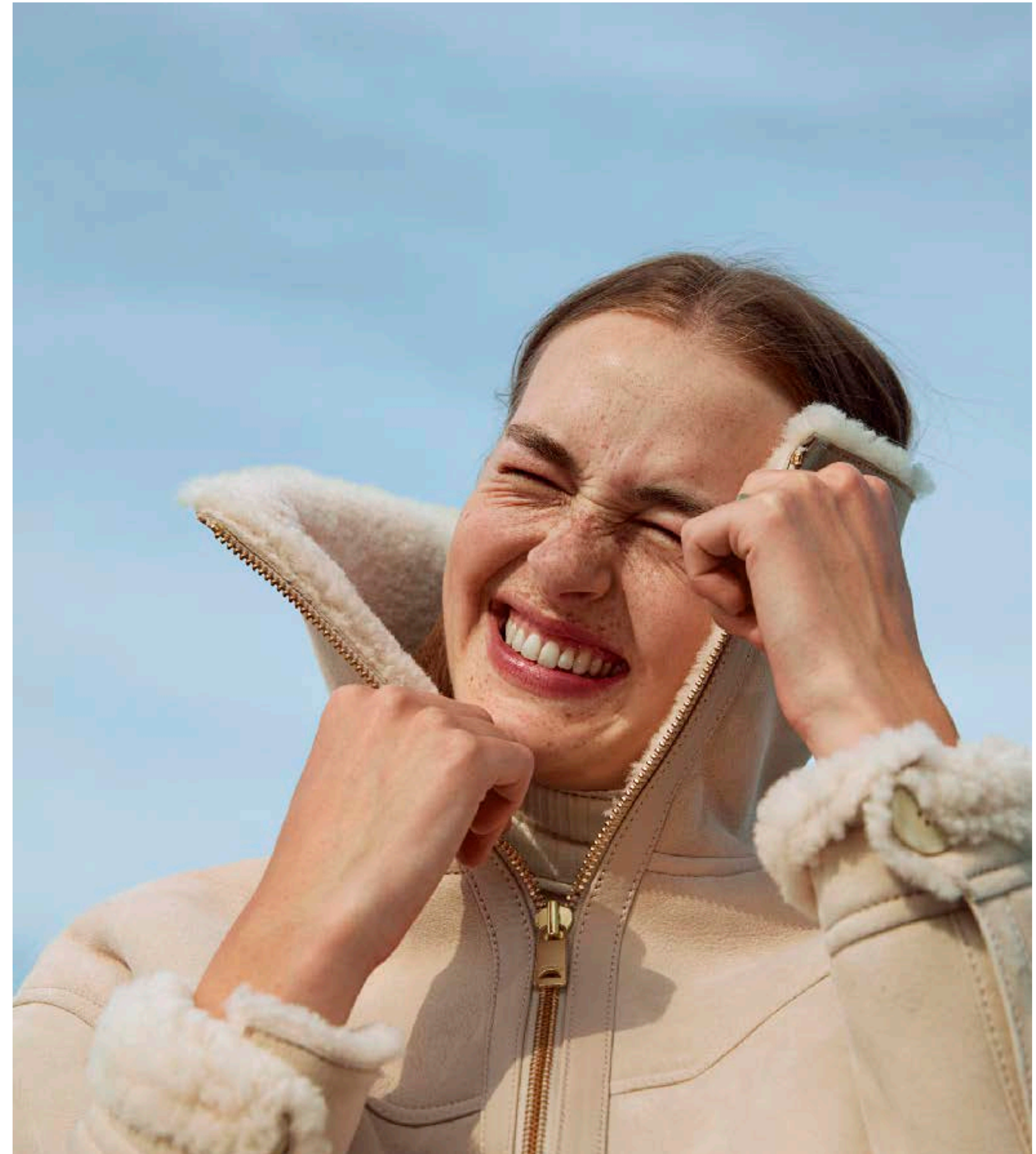
THE CUSTOMER

The “**Classical Dresser**”: that consumer has a set dressing style, an existing wardrobe, which is muted and conservative with surprising details. They look for function that can cross both occasions and their daily activities.

Comfort, longevity and quality are key. They are drawn to classic recognisable brands.

The “**Trend Trier**”: the consumer’s style is always morphing, they enjoy researching, buying and wearing fashionable clothing. Keeping up to date with trends, arts, and culture is an important facet of their identity. They are more frequent buyers and higher spenders. They use recommendation and their knowledge as influences to purchase. They return to brands they see as delivering them the key piece for each season’s trends.

The key points quality, longevity, convenience, innovation and responsibility.



UPDATED BRAND NAME AND LOGO



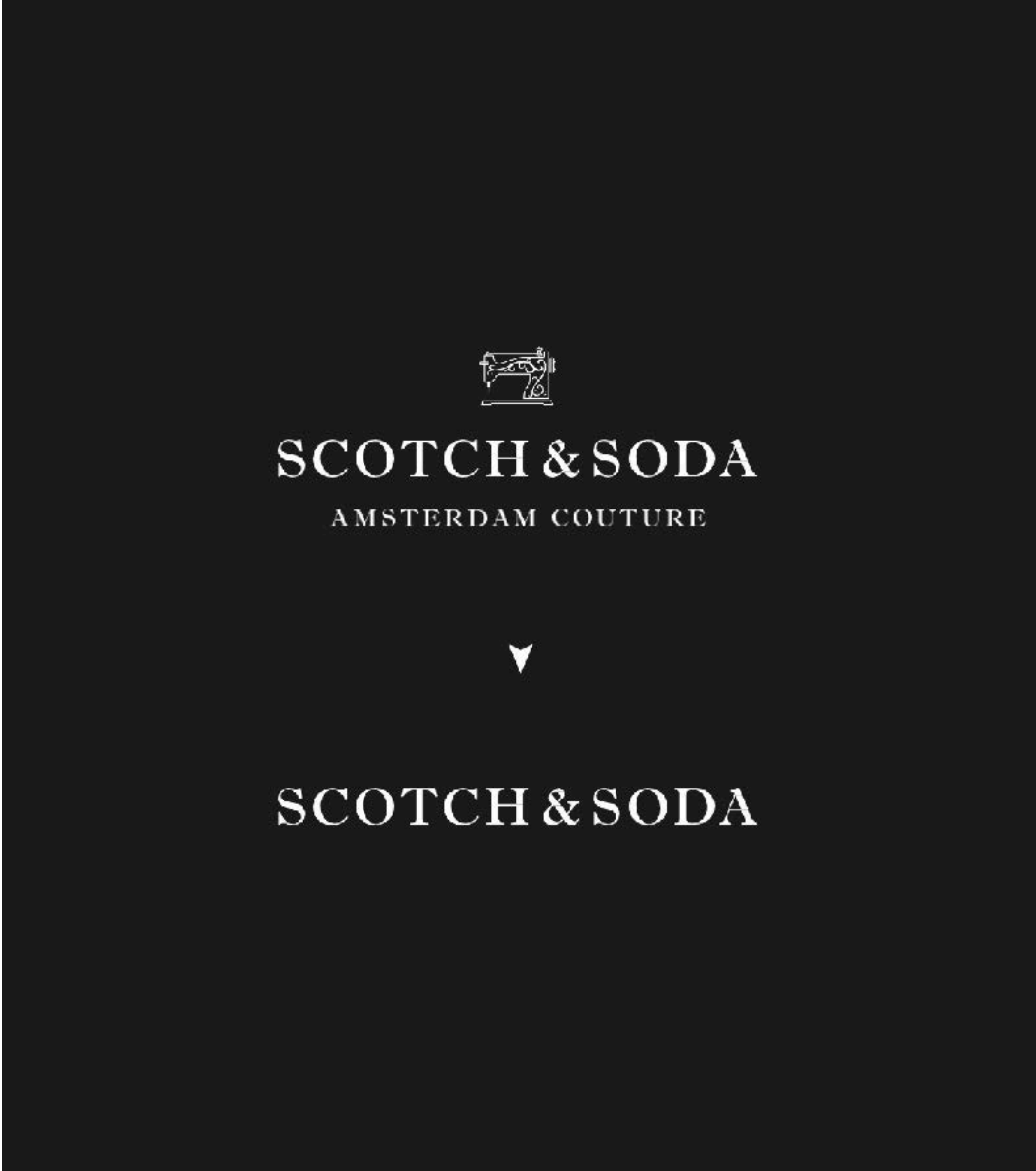
NAME

We need to simplify the brands we currently use and focus on just one brand name for efficiency, clarity and achieve better top of mind awareness over time.

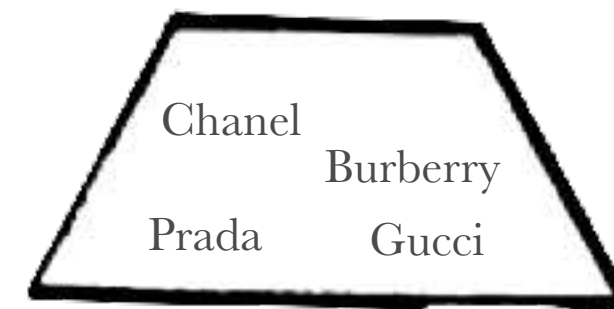
LOGO

We need an iconic logo that reflects the brand ethos. We are working on a new logo.

Focus on usage of the “SCOTCH & SODA” logo, without the sewing machine as much as possible but knowing we have to in many cases for now, and refrain from using the word “COUTURE” unless we must use it for legal purposes.



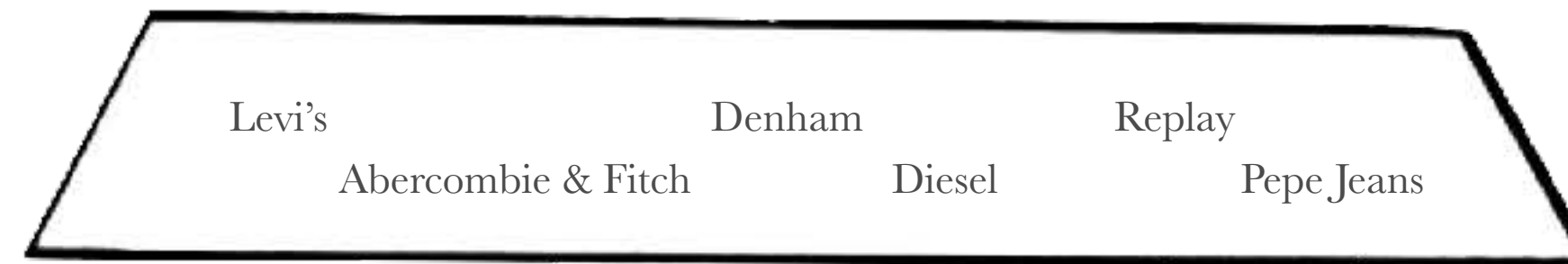
Luxury



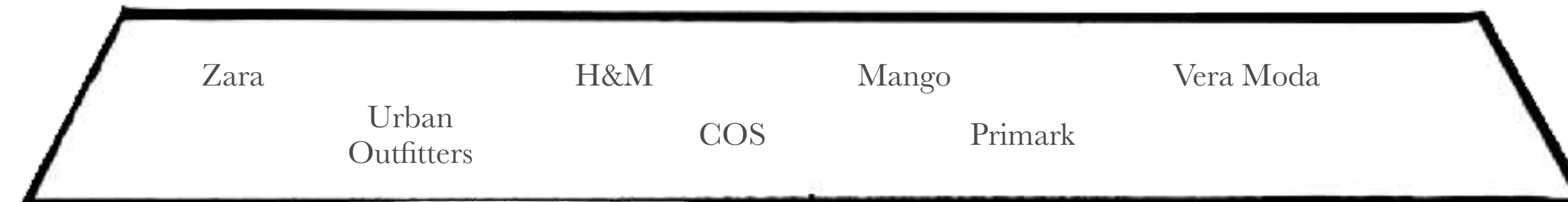
Affordable Luxury



High Street Premium



Fast Fashion



DISTRIBUTION

SCOTCH & SODA

RETAIL DISTRIBUTION



210+ Brand Stores
8000+ Points of Sale Worldwide



- De Bijenkorf, **Amsterdam**
- Ludwig Beck, **Munich**
- Breuninger, **Stuttgart**
- Konen, **Munich**
- El Corte Ingles, **Madrid**
- Bloomingdales, **NYC**
- Jelmoli, **Zurich**
- Magasin Du Nord, **Copenhagen**
- La Rinascente, **Milan**
- Printemps, **Paris**
- Illum, **Denmark**
- Galeries Lafayette, **France**
- Inno, **Belgium**



STORES

Scotch & Soda stores all breathe the same spirit, creativity and craftsmanship we pour into our collections. You will recognise our style if you bump into us on your travels.

Just like when we stumble upon finds for our collection, when we set up a new home, we like to get to know the local neighbourhood with all its original beauty and quirks too. We work with the history and architecture we're moving into – absorbing the rich heritage into each unique but recognisable store design.

Our collections are also available at over 8000 independent doors, including branded shop-in-shops, in the best department stores the world over. And of course in our global web-store.



NEW STORES 2020



New Stores

UAE - Abu Dhabi (pictured)

US - Atlanta

US - New Jersey

Netherlands - Maastricht

Netherlands - 'Mall Of The

Netherlands' in Leidschendam – has
been postponed until March 21

Shop in shops:

US - New York - Bloomingdales

Australia - Sydney - David Jones

Franchise: New Zealand - Auckland





New Zealand - Auckland



Netherlands - Maastricht



EYEWEAR OVERVIEW

—

SCOTCH & SODA

2020 OPTICAL

Introducing the Scotch & Soda Optical collection for 2020. Paying homage to the brand's eclectic and adventurous nature, this collection offers all the detail and authentic aesthetics that make it truly unique.

Truly Scotch & Soda.

The spirit of Scotch & Soda; exploration, hidden details and subversion of traditional design principles is proudly evident throughout the eyewear collection.



PRODUCT TIERING

The collection is split into three distinctive product tiers, mirroring the brands approach to their mainline collections and to offer consumers a wider range of product at various price points.

Pinnacle
RRP €199/£185
WS €72/£63

Aspirational
RRP €179/£165
WS €62/£54

Essentials
RRP €149/£135
WS €51/£45



CAMPAIGN ASSETS

SCOTCH & SODA

OPTICAL CAMPAIGN IMAGERY

Usage to December 2020



A1 Banner



A4 Showcard



A1 Banner



SUN 2020 CAMPAIGN IMAGERY

Usage to December 2020



A1 Banner



A4 Showcard



A1 Banner



OPTICAL CAMPAIGN IMAGERY

Usage from Aug 2020 to March 2021



A1 Banner



A4 Showcard



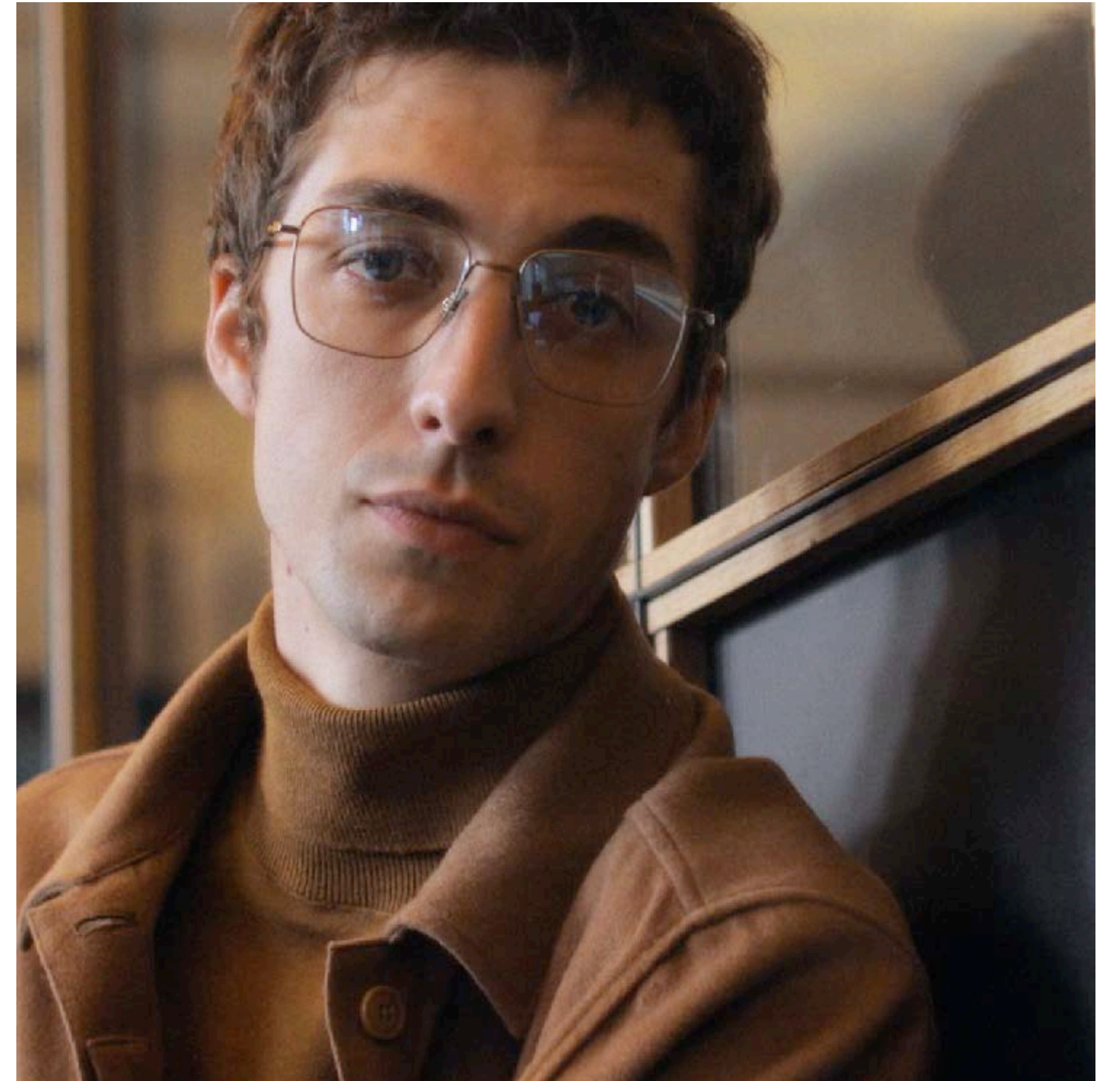
A1 Banner



OPTICAL CAMPAIGN VIDEO

Available in Widescreen for Stores and Social

Usage from Aug 2020 to March 2021



SUN CAMPAIGN IMAGERY - Sun shot on carry over styles from 2020
Available in Widescreen for Stores and Social

Usage from October 2020 to March 2021



A1 Banner



A4 Showcard



A1 Banner



SUN CAMPAIGN VIDEO - Sun shot on carry over styles from 2020
Available in Widescreen for stores and Social

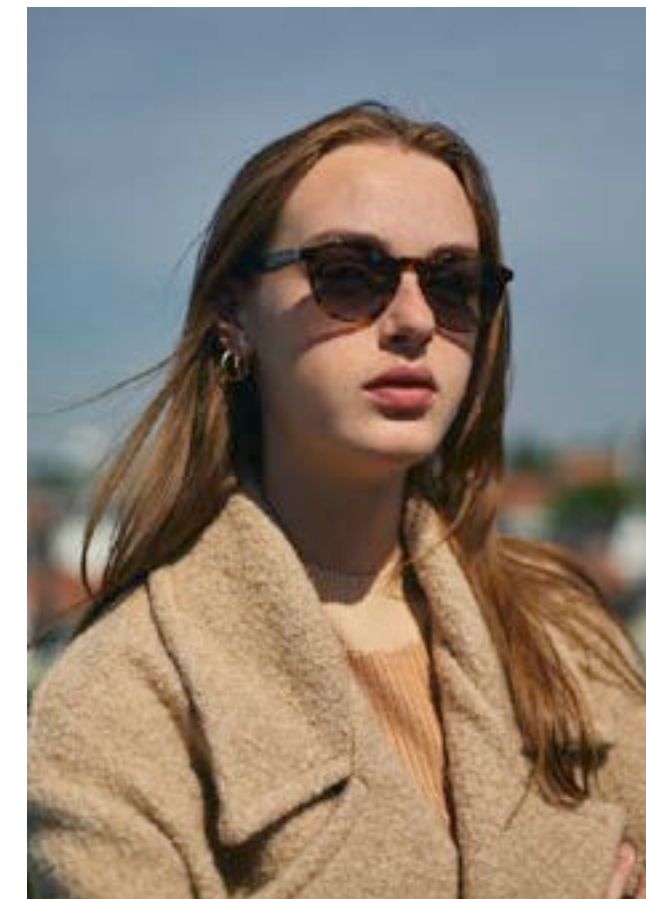
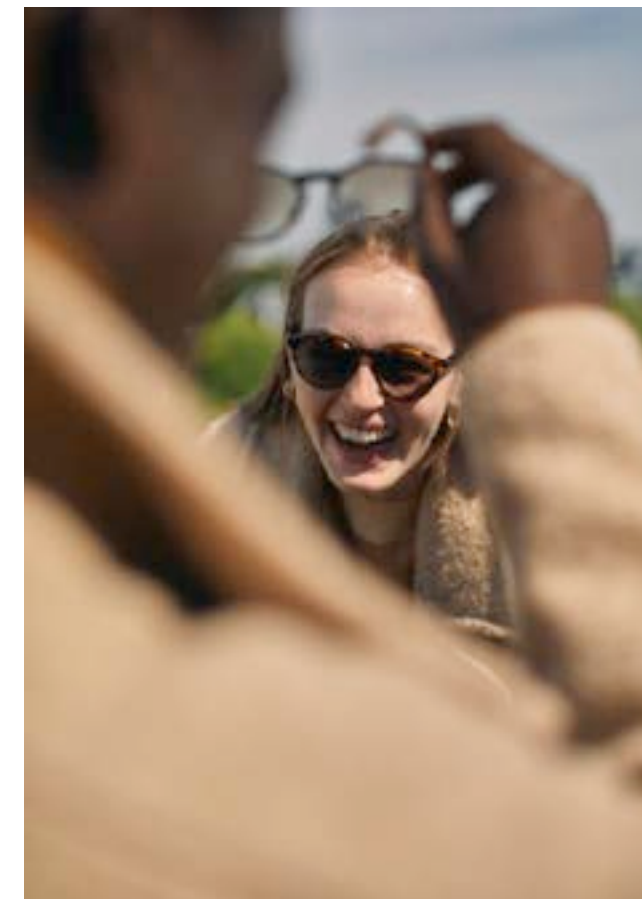
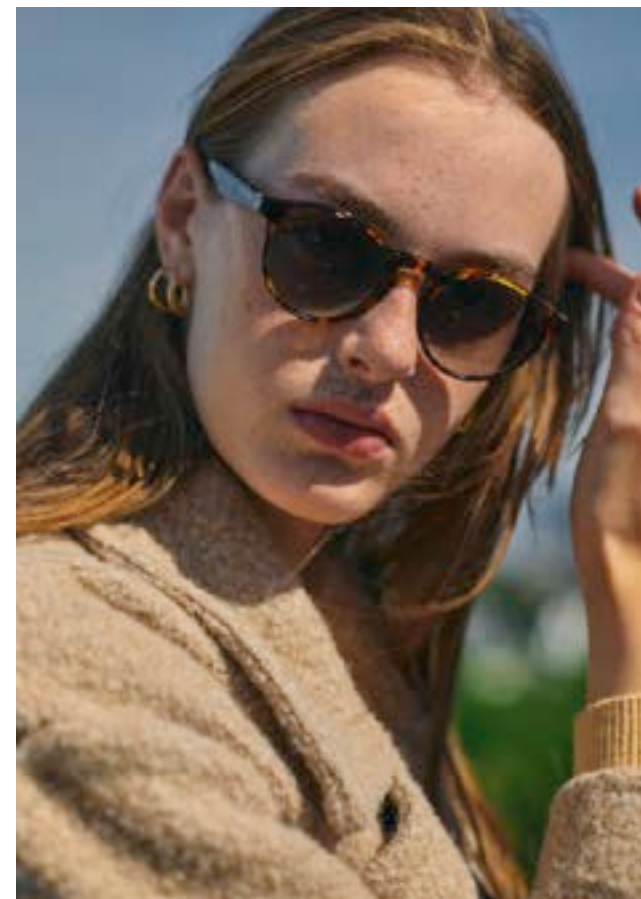
Usage to from October 2020 March 2021

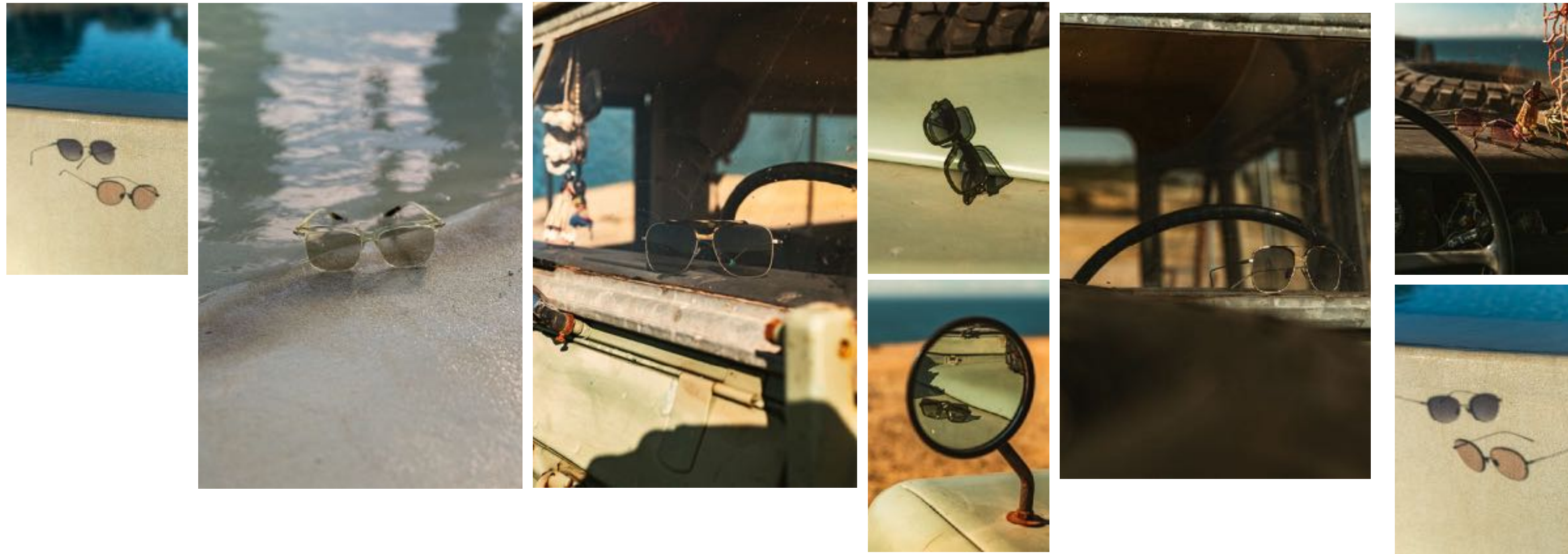
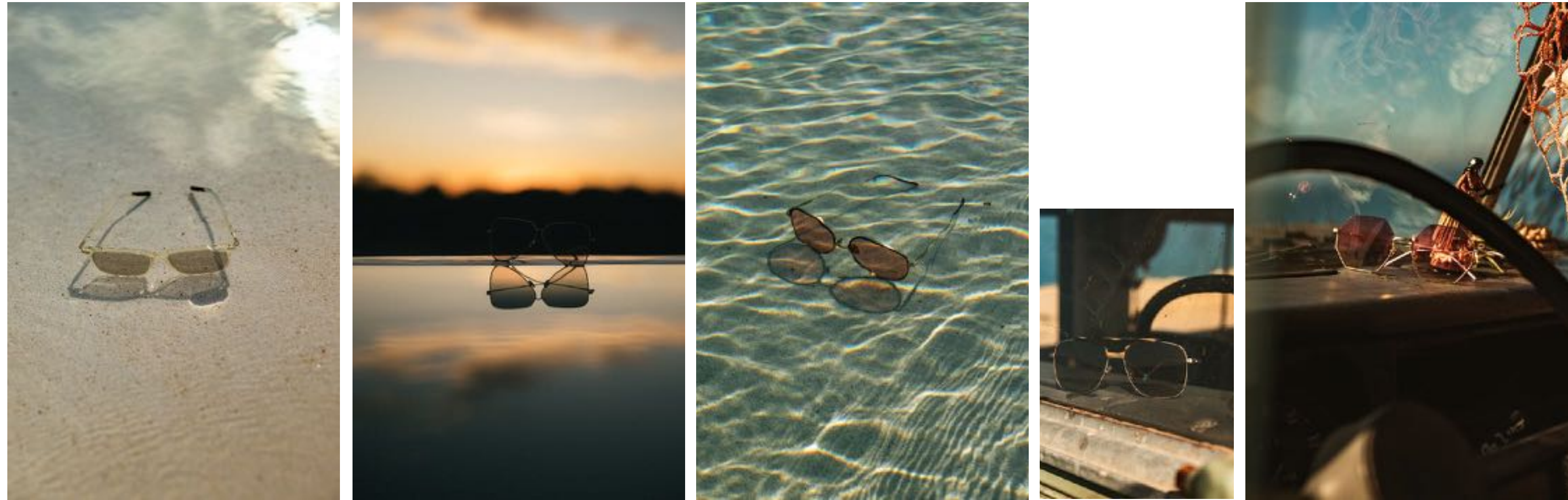


SUN CAMPAIGN SHOTS

Sun shot on carry over styles from 2020

Usage to from October 2020 March 2021





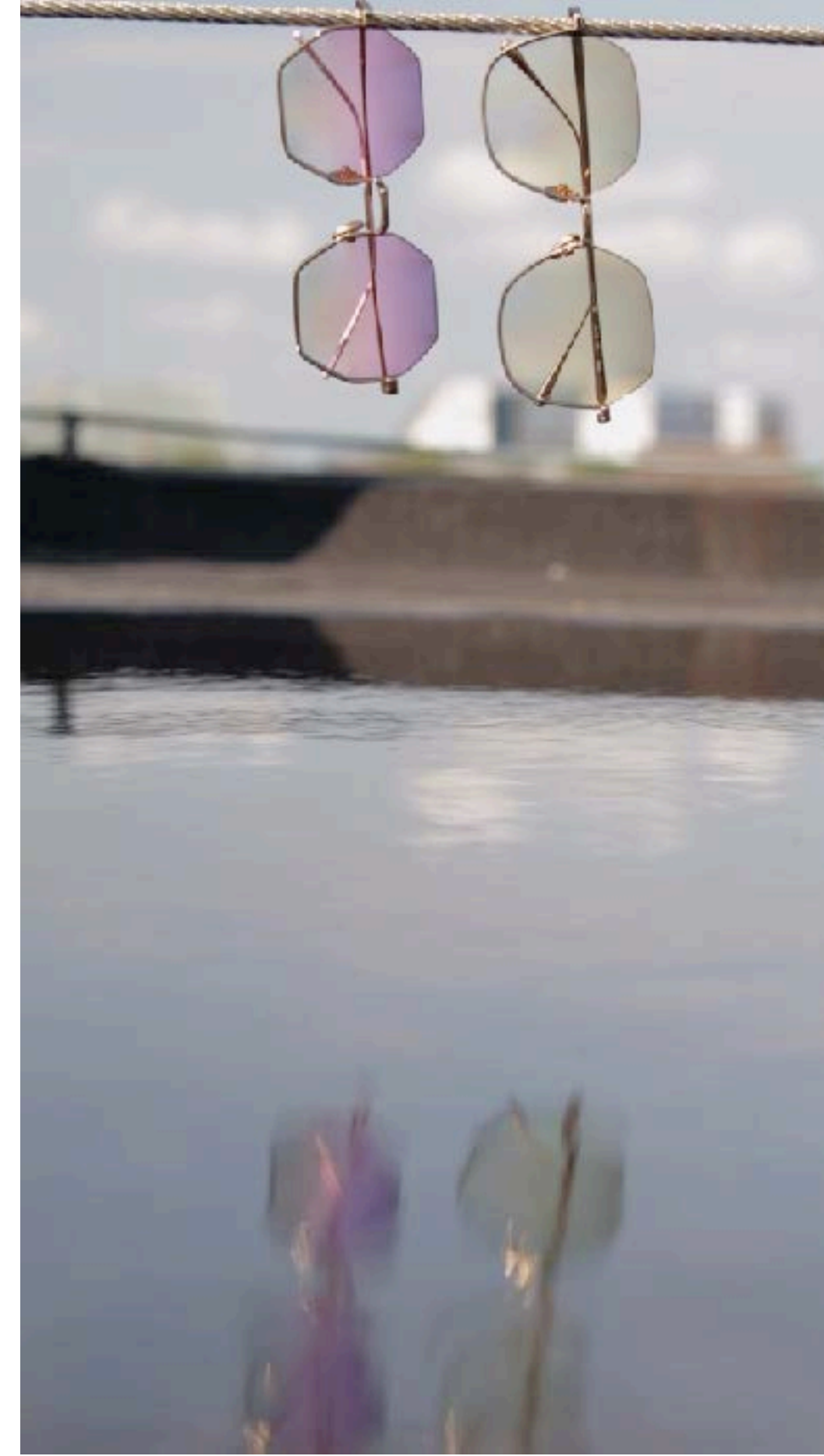
Sun 2020 Still Life Imagery

Usage to March 2021 - Shot on Carry Over Styles



Sun 2020 Still Life Video

Usage to March 2021 - Shot on Carry Over Styles



LOGO BLOCKS

Real wood base with brass plating and laser cut logo at \$7 each.

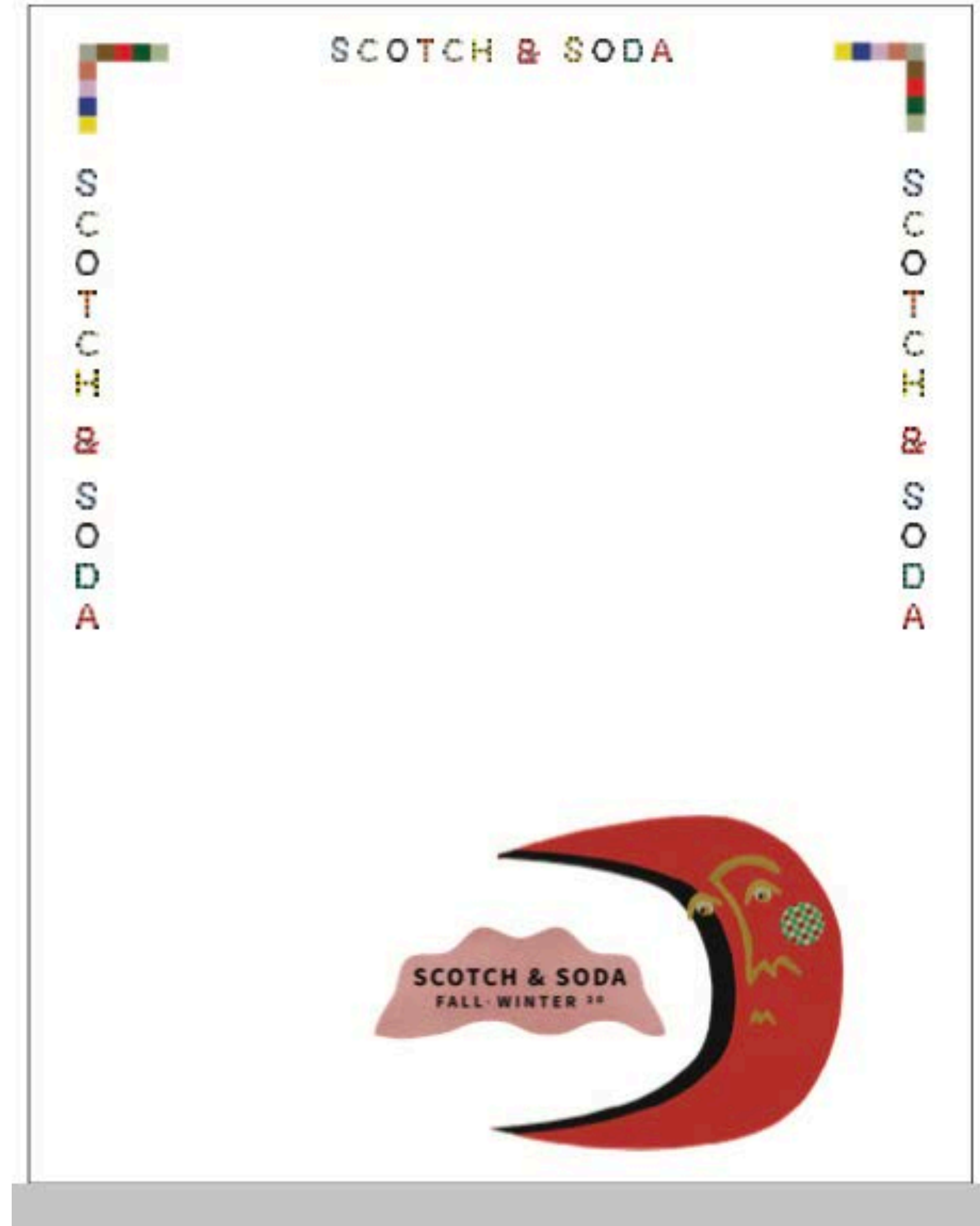
198(w)mm x 25(d) x 38(h)

200pc's in Stock



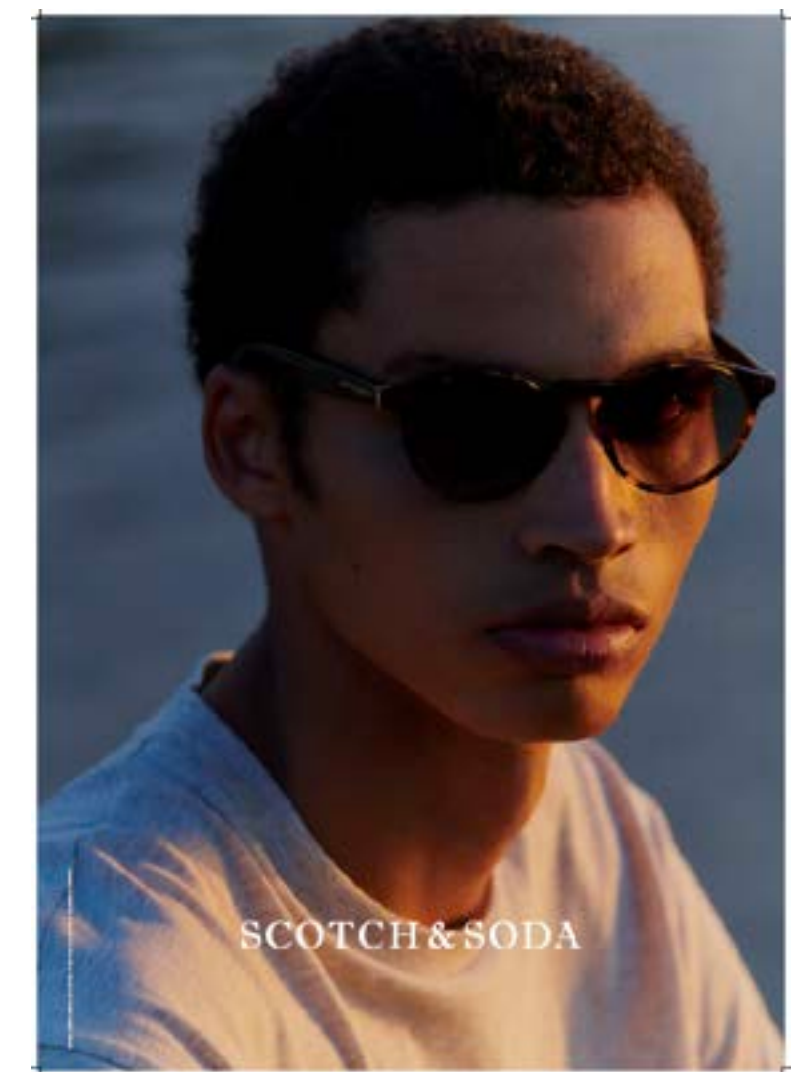
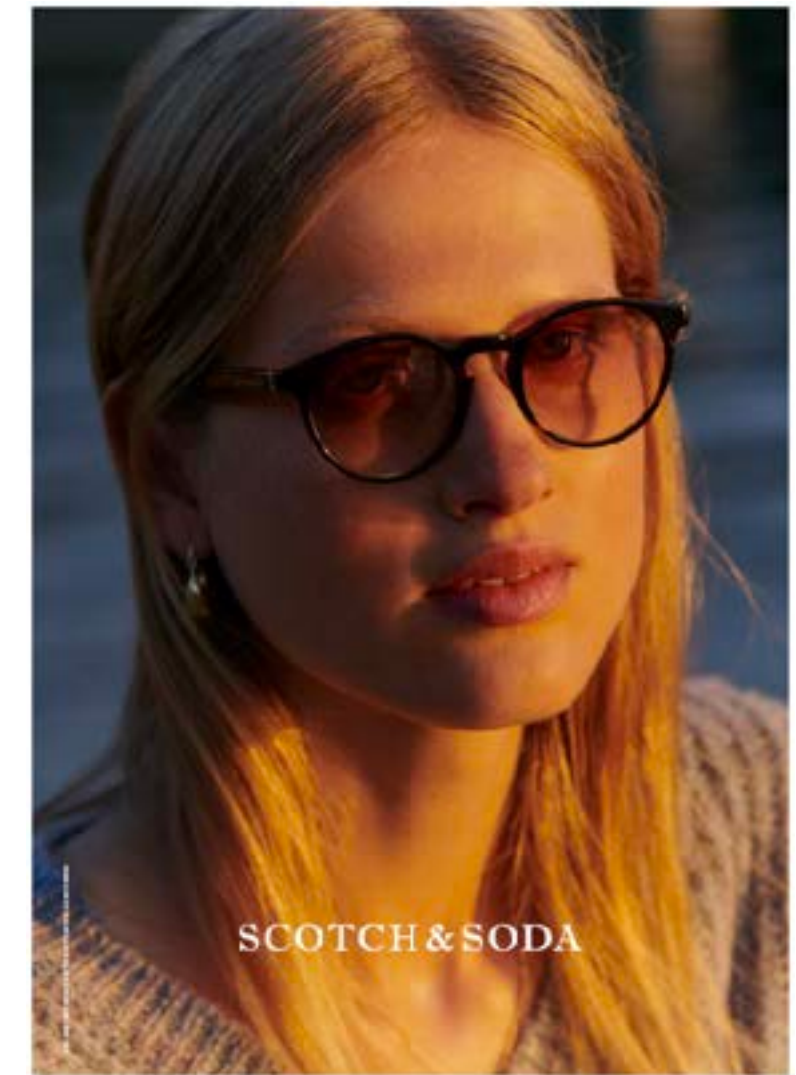
WINDOW DISPLAY

—
WORK IN PROGRESS



SHOWCARDS & BANERS FW20

—
In stock October 2020
Artwork also available in landscape



A1 Banner

A4 Showcard

A1 Banner





ECO POLYBAGS

From AUG 2020, all poly bags for Scotch and Soda collections will be switched to LDPE (Low-Density Polyethylene) – Recyclable plastic.

This type of plastic can be recycled and will need to checking local authorities.

All poly bags will carry the this logo.

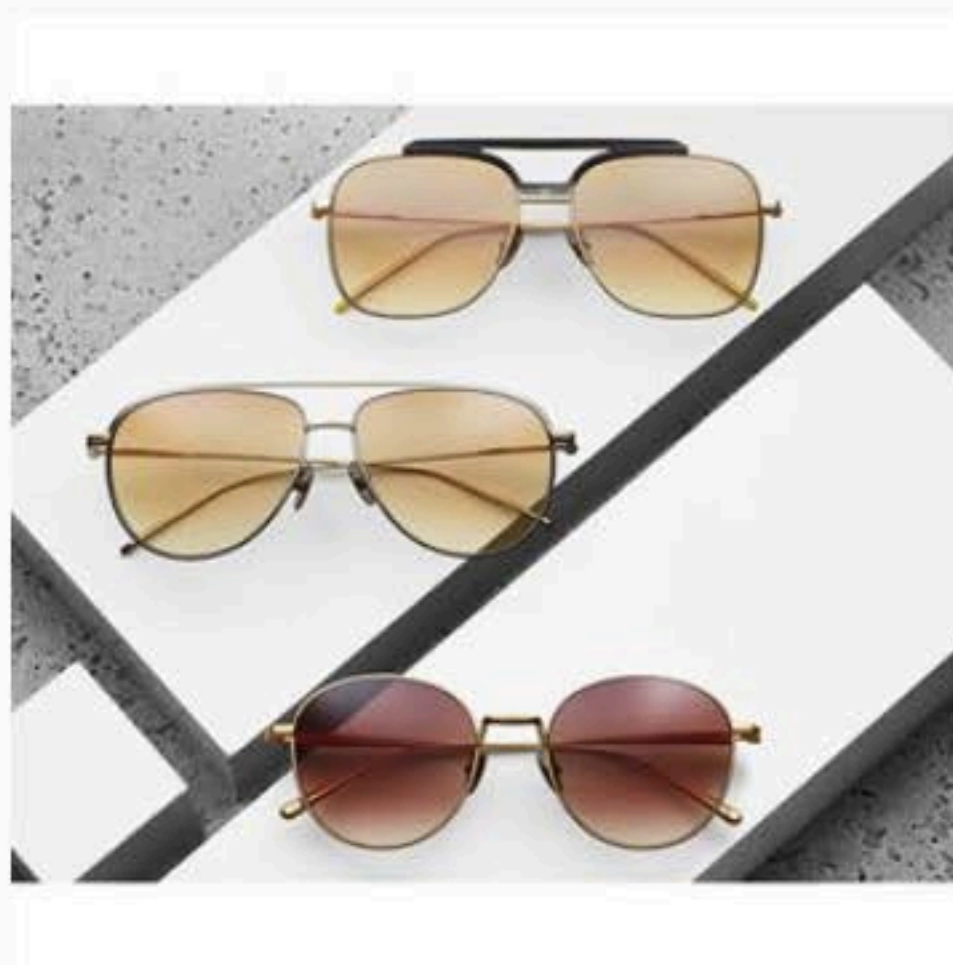
What can LDPE be recycled into? Bin liners, litter, compost and recycling bins, plastic lumber, floor tiles



PE-LD







mondotticagroup

mondotticagroup
**** COMPETITION NOW CLOSED! ****
We are very excited to announce that we are giving away 2 pairs of @scotch_soda's sunglasses from the SUN20 debut collection!
All you need to do to enter is:
1. Follow @mondotticagroup and @scotch_soda on Instagram.
2. Like this post.
3. Tag a friend in a comment below.
One tag per comment.
Unlimited entries on the more friends

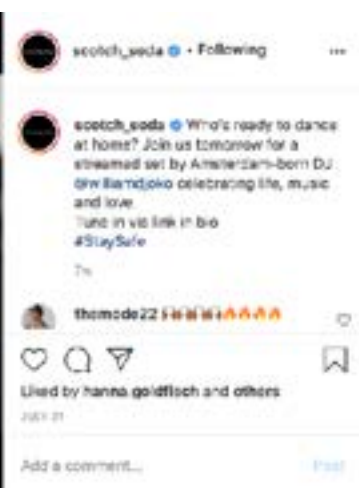
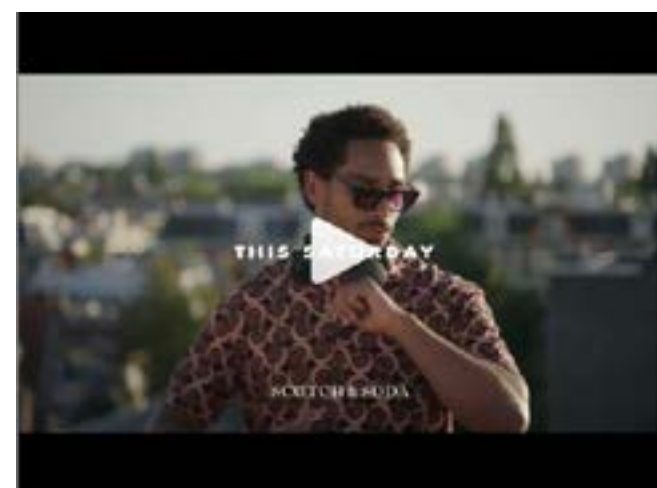
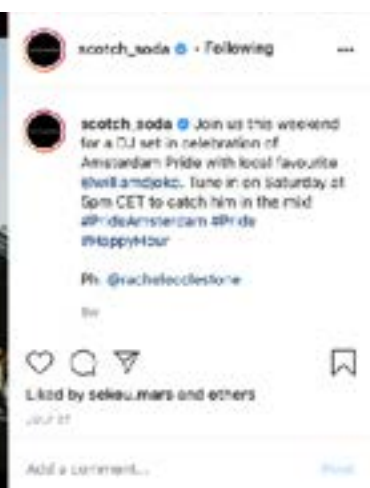


Liked by paolopirozzi25 and 183 others

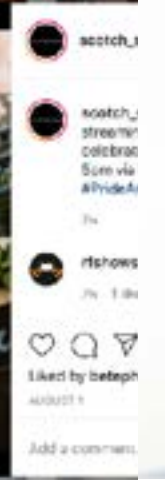
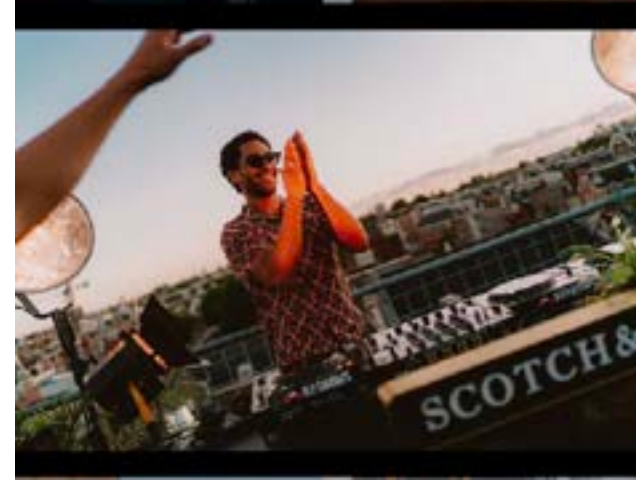
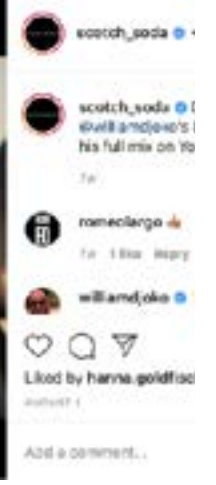
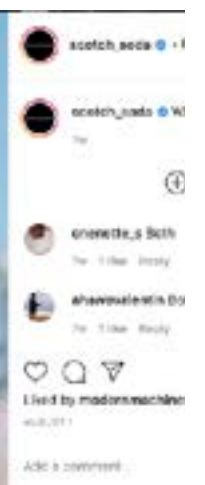
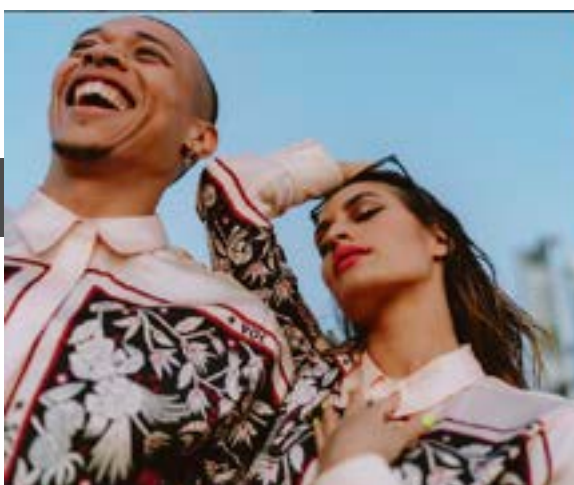
JULY 8



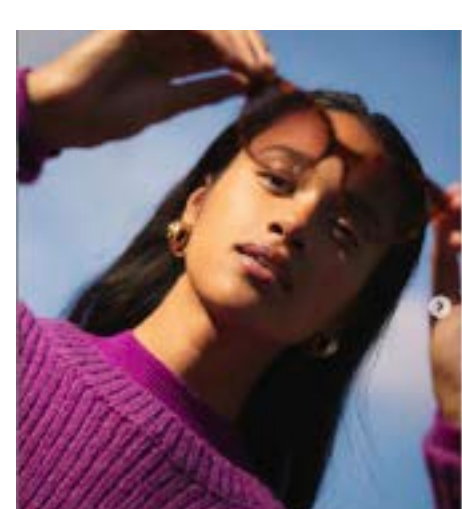
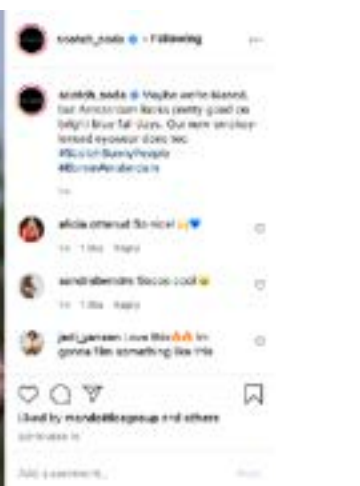
JULY



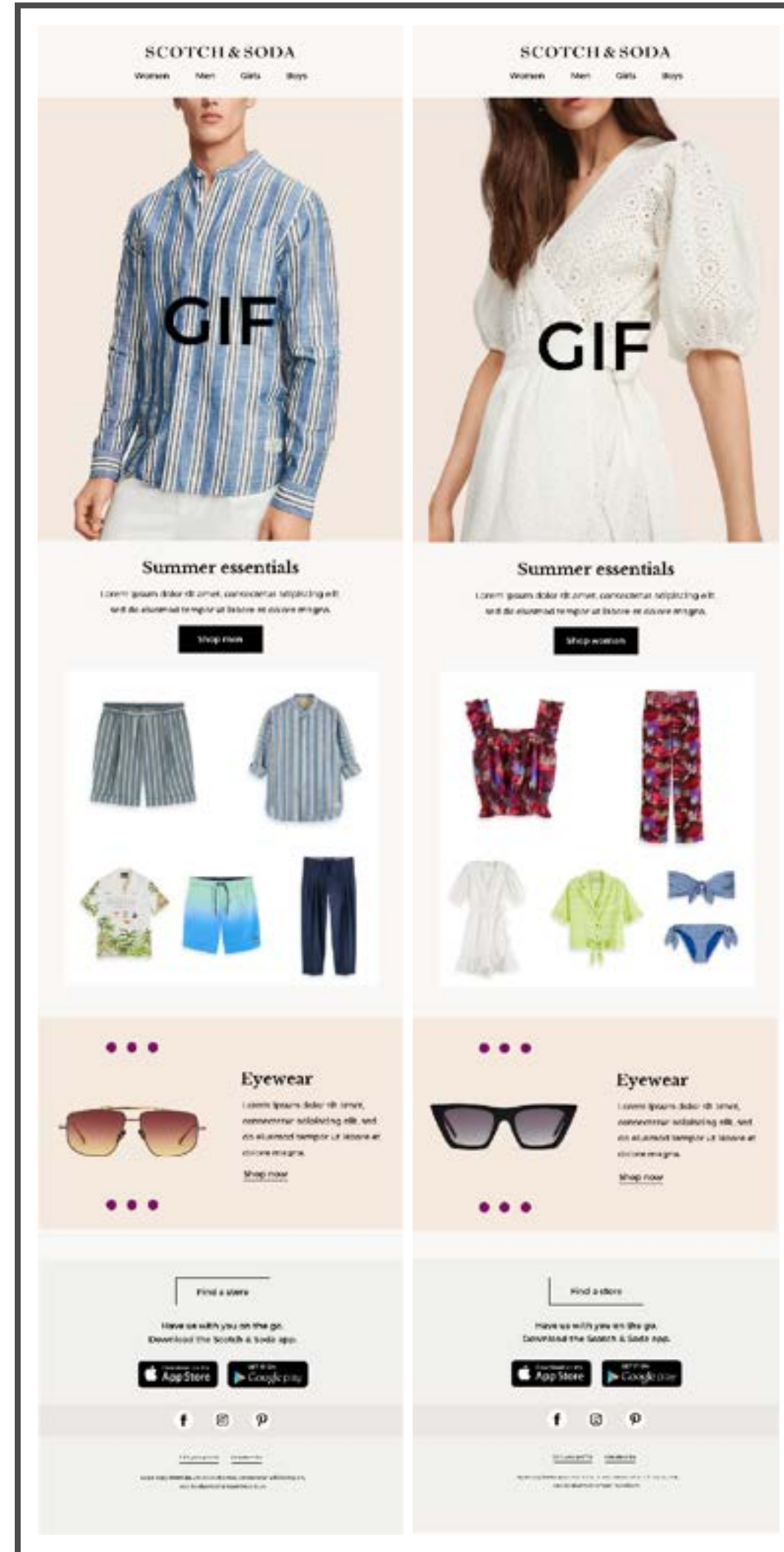
AUG



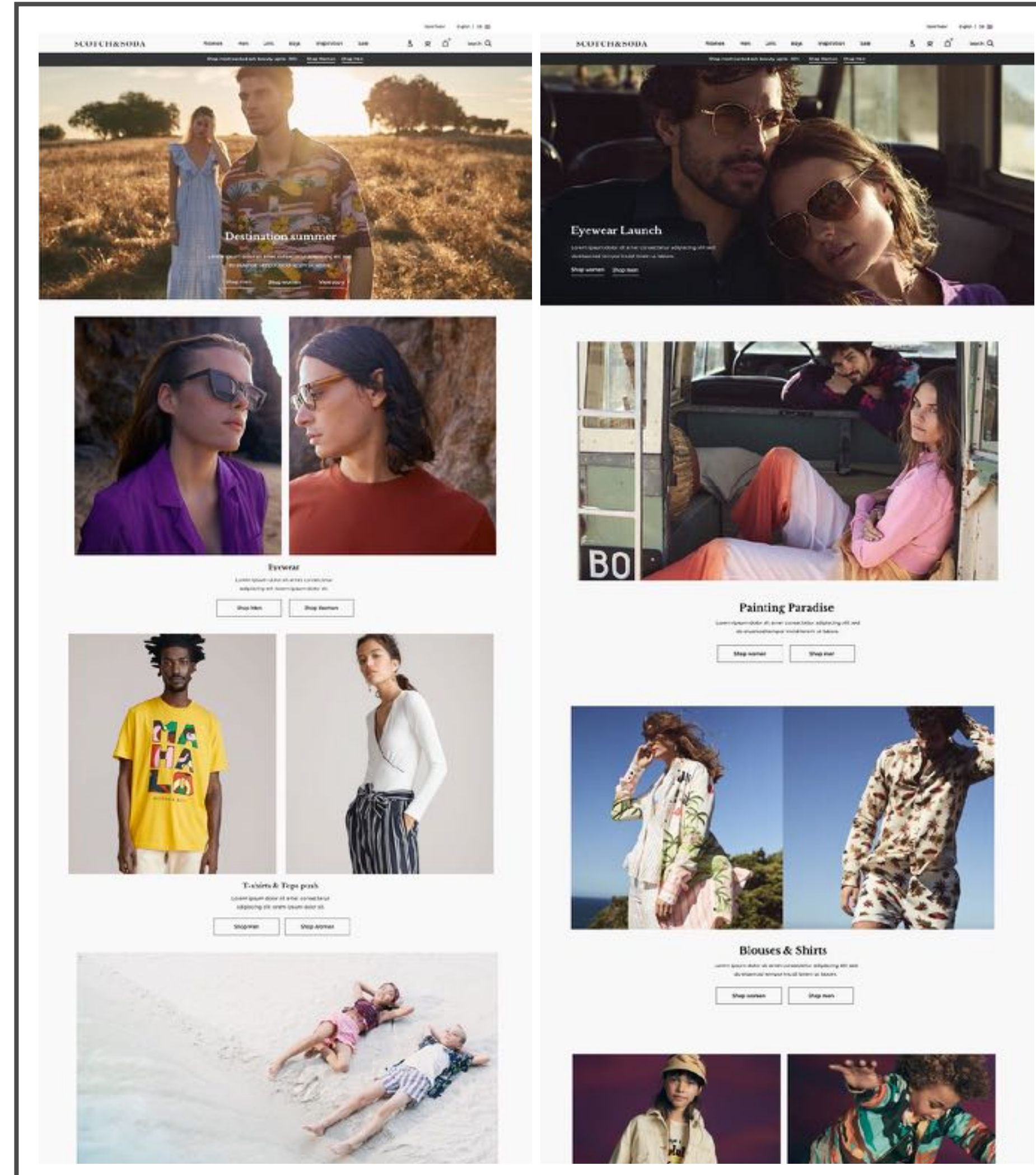
SEPT



3 Week of key moments where Sunglasses Features on Scotch Pages



CRM



E-COMM



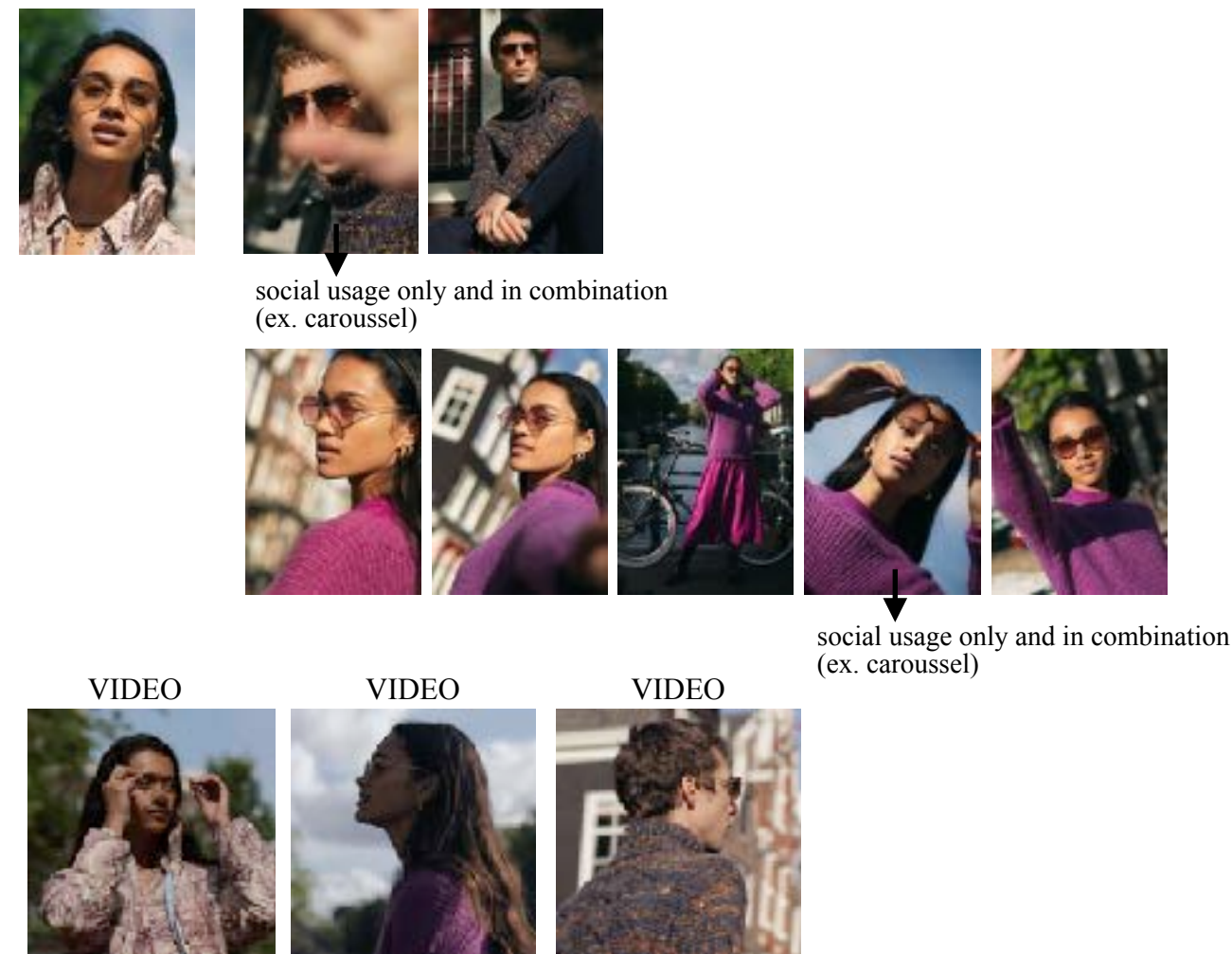
ATL - KEY VISUALS: PR, PRINT, DIGITAL incl CRM & Social, POS & MEDIA



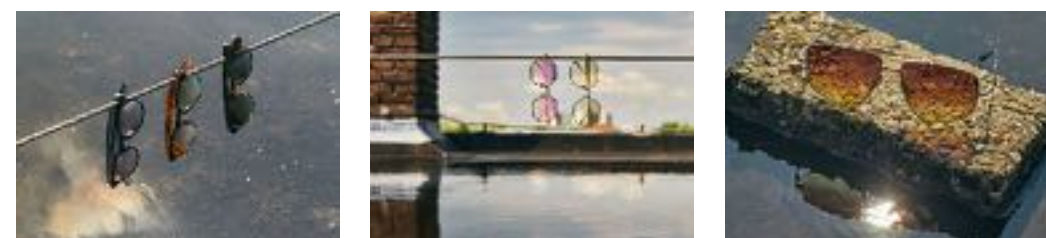
Live timings are flexible

BTL: DIGITAL ONLY & SOCIAL* *Please watch social-only notes*

AUGUST SEPTEMBER OCTOBER NOVEMBER



Live timings as indicated in launch month



Live timings are flexible

CURRENT 2020 OPTICAL COLLECTION

SCOTCH & SODA

**COLLECTION
OVERVIEW**

SCOTCH & SODA



★ = NEW

7 Models 26 Sku's
3-4 Colours

PINNACLE

RRP €199 / £185
W/S €72 / £63



ASPIRATIONAL

RRP €179 / £165
W/S €62 / £54



ESSENTIALS

RRP €149 / £135
W/S €51 / £45



Enl Eye

Terrazzo Palazzo

Good Old Fashioned

Slim & Tonic



★ = NEW

11 Models 35 Sku's
3-4 Colours

PINNACLE

RRP €199 / £185
W/S €72 / £63



ASPIRATIONAL

RRP €179 / £165
W/S €62 / £54



ESSENTIALS

RRP €149 / £135
W/S €51 / £45



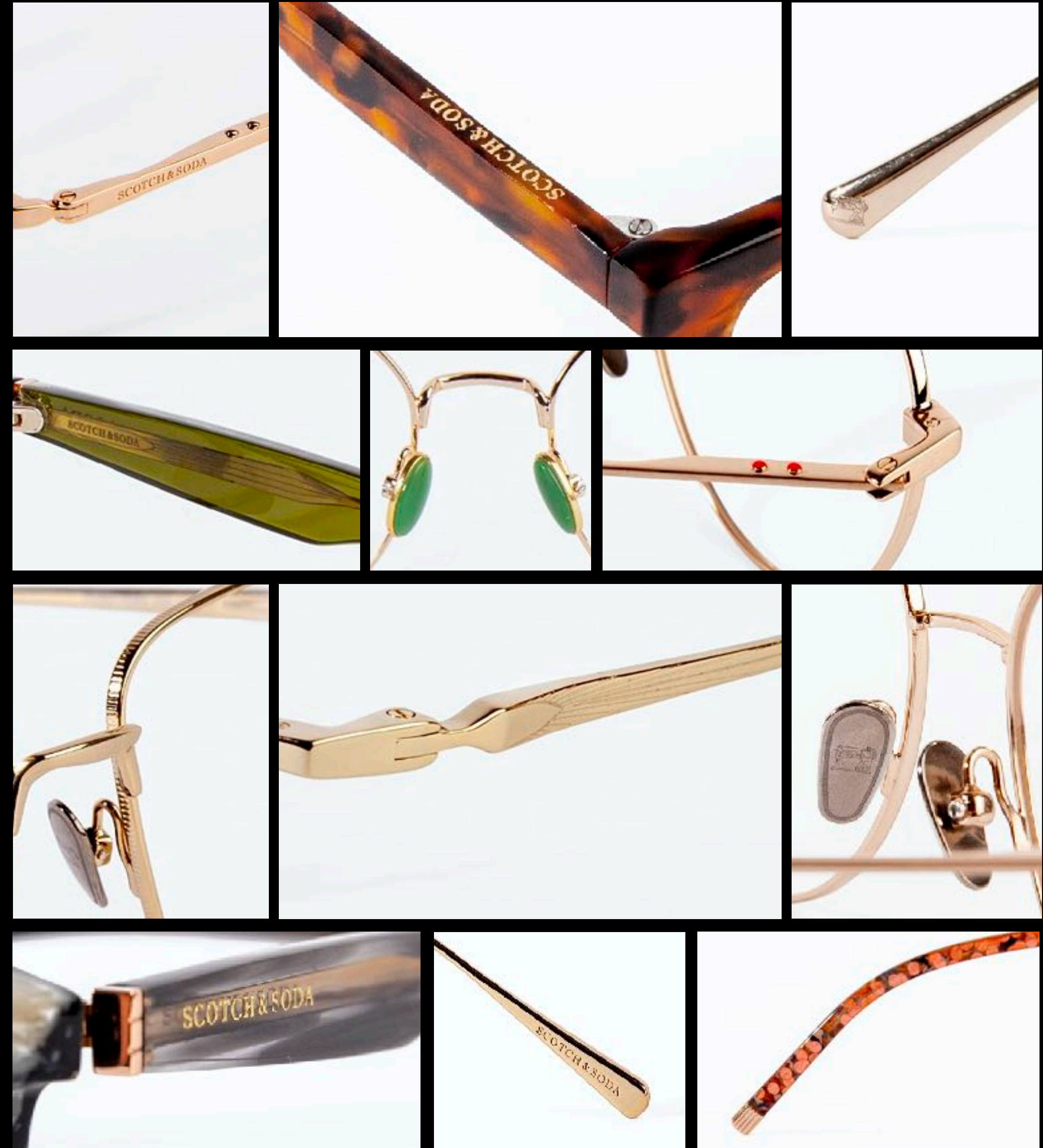
Shm & Tonic

Ternzo Palazzo

End Eye



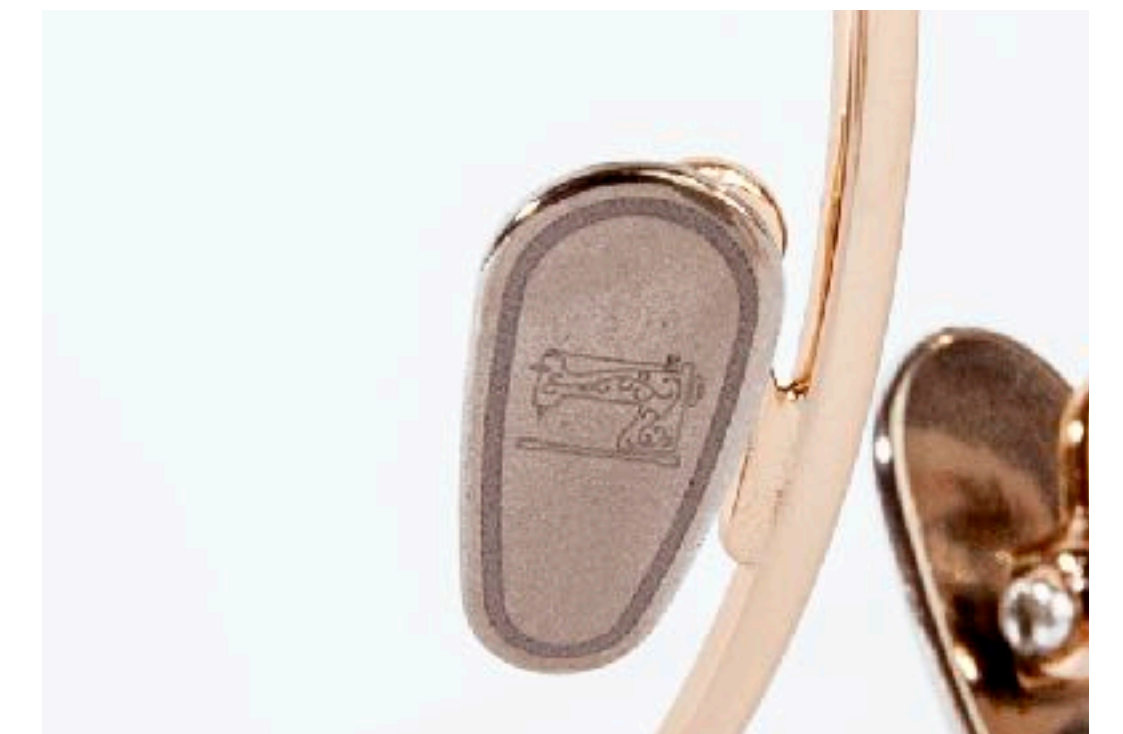
**DESIGN
SIGNATURES**



SCOTCH & SODA

BESPOKE ENGRAVINGS

Engravings are a key theme of the entire collection, in both acetates and metals from sun burst detailing's on the core wire to coin like ribbing on metal fronts.



TEMPLE DETAILING

Contrasting acetates with bespoke tipping, pop out rivets and core wire detailing adorn temples throughout the collection.



COLOUR POPS



Subtle pops of colour are used throughout the collection from temple tips to gem stone coloured nose-pads.



LOGO DETAILING

The Scotch & Soda logo can be seen throughout the collection, subtly adorning bridges, core wires, temple tips and temples paying homage to the brands curious nature.



**CURRENT
COLLECTION**

SCOTCH & SODA



Slim & Tonic

Delicate metals with touches of acetate and colour pop flair adorning temple tips and rivets, for the minimalist look that is truly Scotch.





PINNACLE



MODEL SS1005 Serdika (PDM016068)

SIZE 51/18-135

B 46

COLOURS 3

576 Shiny Light Gold

KEY FEATURES



- Gem stone coloured notepads
- Slim design
- Tonal colour pops



420 Matt Rose Gold



785 Matt Silver



785 Silver/Purple

PINNACLE



MODEL SS1001 Wolven (PDM014752)

SIZE 53/17-135

B 47

COLOURS 2

KEY FEATURES



- Enamel filled top brows
- Gem stone coloured notepads
- Slim design
- Tonal colour pops



576 Gold/Green





576 Gold/Green

PINNACLE



MODEL SS1002 Vallgraven (*PDM014753*)

SIZE 52/17-135

B 44

COLOURS 3

KEY FEATURES



- Enamel filled top brows
- Gem stone coloured notepads
- Slim design
- Tonal colour pops



785 Silver/Purple



002 Gold/Black





ASPIRATIONAL



MODEL SS1007 Barquillo (PDM016065)
 SIZE 54/17-140
 B 47.4
 COLOURS 3

426 Shiny Antique Gold

KEY FEATURES



Gem stone coloured notepads
 Slim design
 Tonal colour pops



430 Shiny Light Gold



952 Shiny Dark Gun





ASPIRATIONAL



MODEL SS1006 Grappoli (*PDM016069*)
 SIZE 52/16-135
 B 45
 COLOURS 3

420 Matt Rose Gold

KEY FEATURES



Gem stone coloured notepads
 Slim design
 Tonal colour pops



576 Shiny Light Gold



785 Matt Silver



ASPIRATIONAL



MODEL SS2004 Carnaby (*PDM014685*)
SIZE 52/20-140
B 43
COLOURS 4

103 Antique Copper

KEY FEATURES



Titanium nose pads
Engraving detail on tips
Raised rivet detailing on temples



002 Matt Black



900 Gun





ASPIRATIONAL



MODEL SS3002 Mitte (PDM014745)
SIZE 554/18-140
B 47
COLOURS 3

239 Strawberry

KEY FEATURES



Raised rivet detailing on temples
Crystal acetates
Engraving detail on tips



001 Black



104 Tortoise





202 Burg Marble

ASPIRATIONAL



MODEL SS3005 Palma (*PDM014757*)

SIZE 51/18-135

B 44

COLOURS 4

KEY FEATURES



Bespoke acetate combi fronts

Titanium nose pads

Classic shape



104 Tortoise

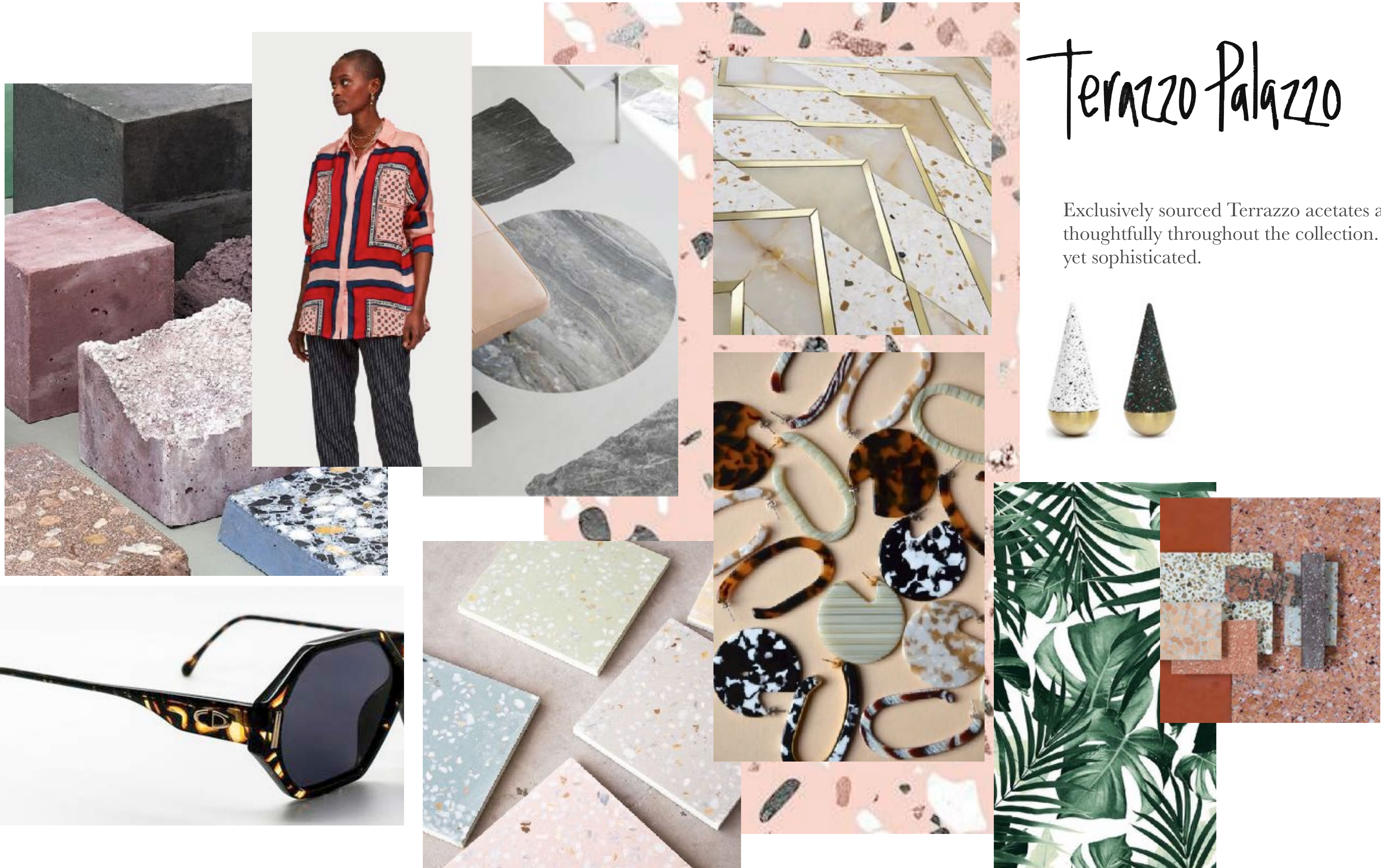


500 Green Marble



606 Blue Marble





Terrazzo Palazzo

Exclusively sourced Terrazzo acetates are used thoughtfully throughout the collection. Playful, yet sophisticated.





ESSENTIALS



MODEL SS3009 De Grassi (*PDM016070*)
 SIZE 55/14-140
 B 42
 COLOURS 4

101 Tortoise

KEY FEATURES



Bespoke Terazzo acetate tips
 Engraved metal endcaps
 Classic shape



004 Black



292 Nude



404 Yellow





008 Black

ASPIRATIONAL



MODEL SS4002 Gerard Dou (PDM014678)
 SIZE 56/16-145
 B 41.5
 COLOURS 4

KEY FEATURES



Unique metal hinge with logo detailing
 Bespoke Terazzo acetate tips
 Classic shape



484 Champagne



542 Green



647 Blue





292 Nude

ASPIRATIONAL



MODEL SS3010 Ledesma (*PDM016071*)
 SIZE 51/17-135
 B 38
 COLOURS 4

KEY FEATURES



Unique metal hinge with logo detailing
 Bespoke Terazzo acetate tips
 Classic shape



004 Black



101 Tortoise



404 Yellow



ESSENTIAL

CODE SS3007 Scribe (PDM014750)
SIZE 53/17-135
B 44
COLOURS 3

101 Tortoise

KEY FEATURES

Exposed corewire & logo detailing
Bespoke Terazzo acetate tips
Classic shape

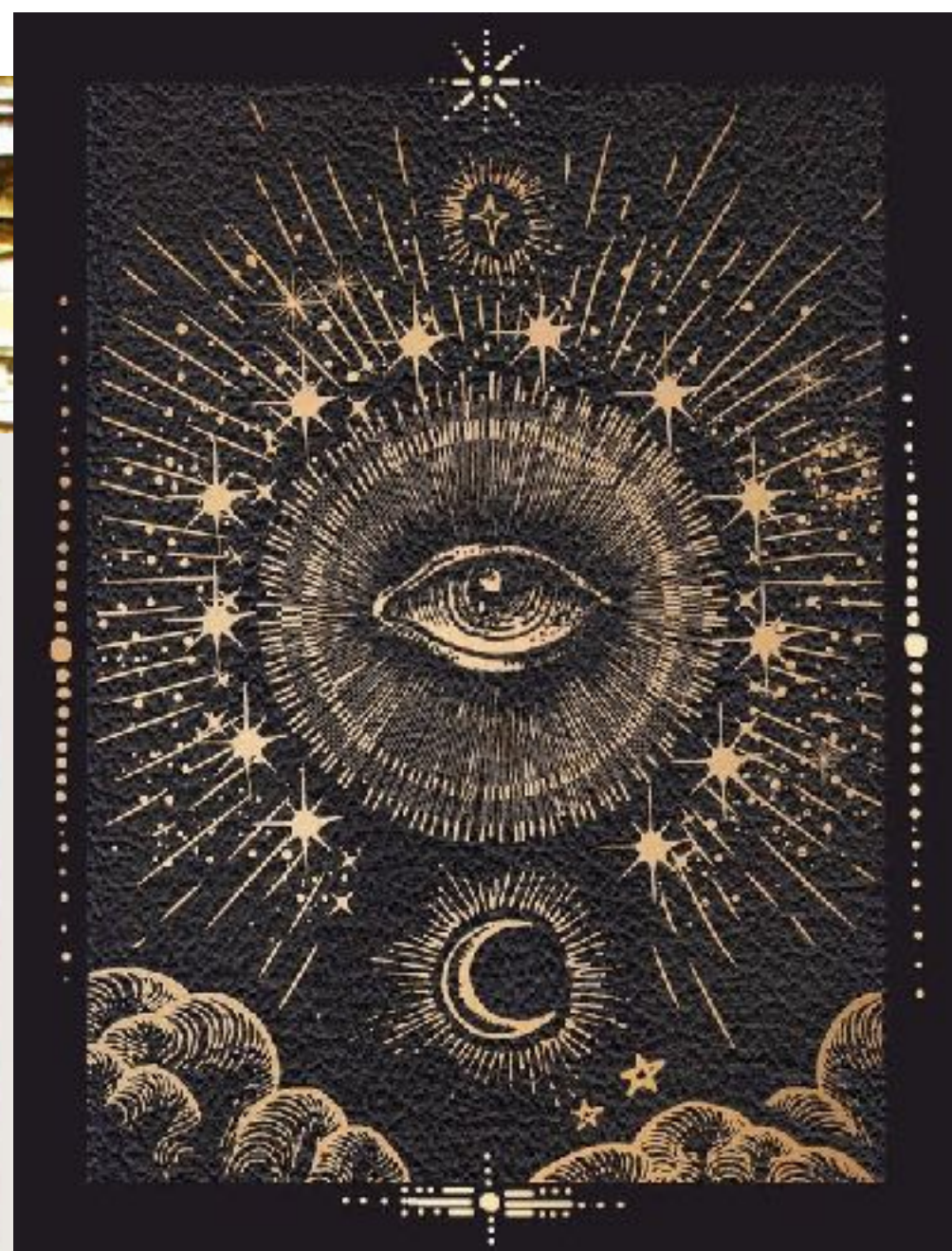


004 Black



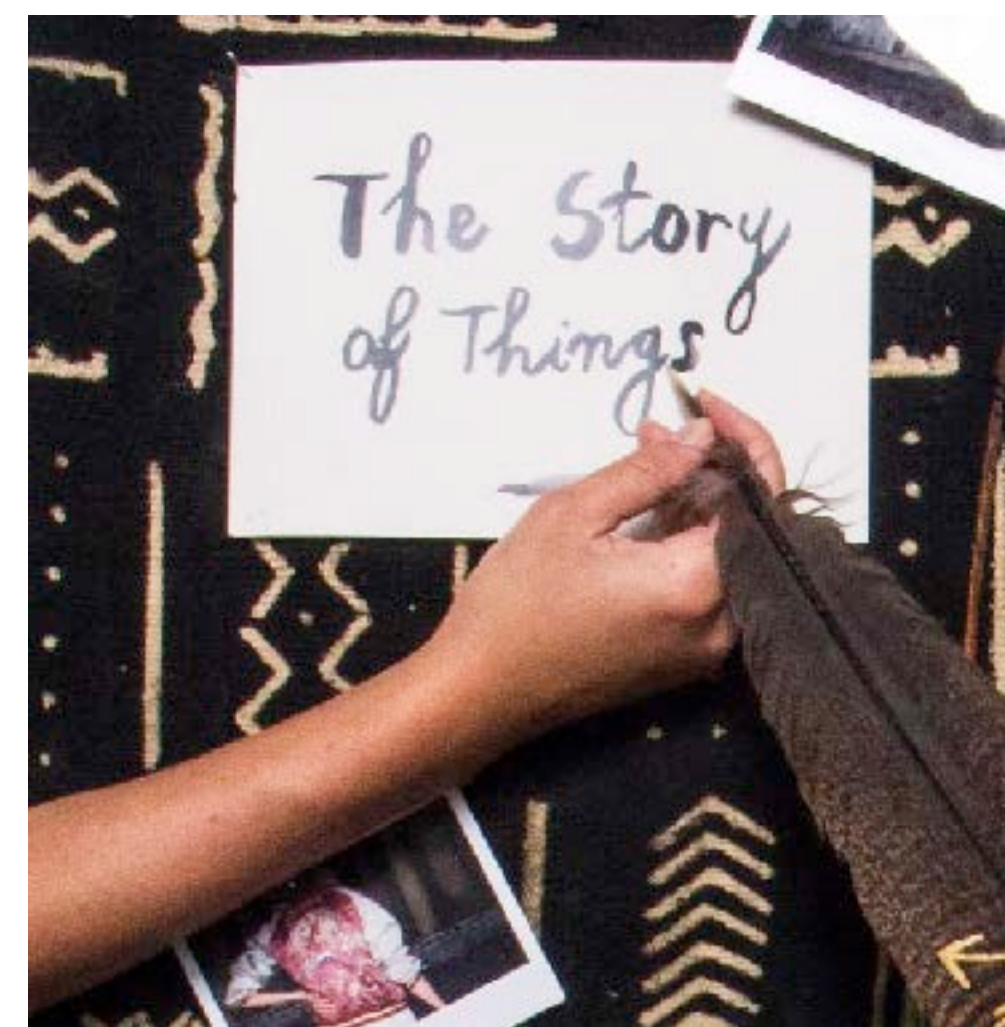
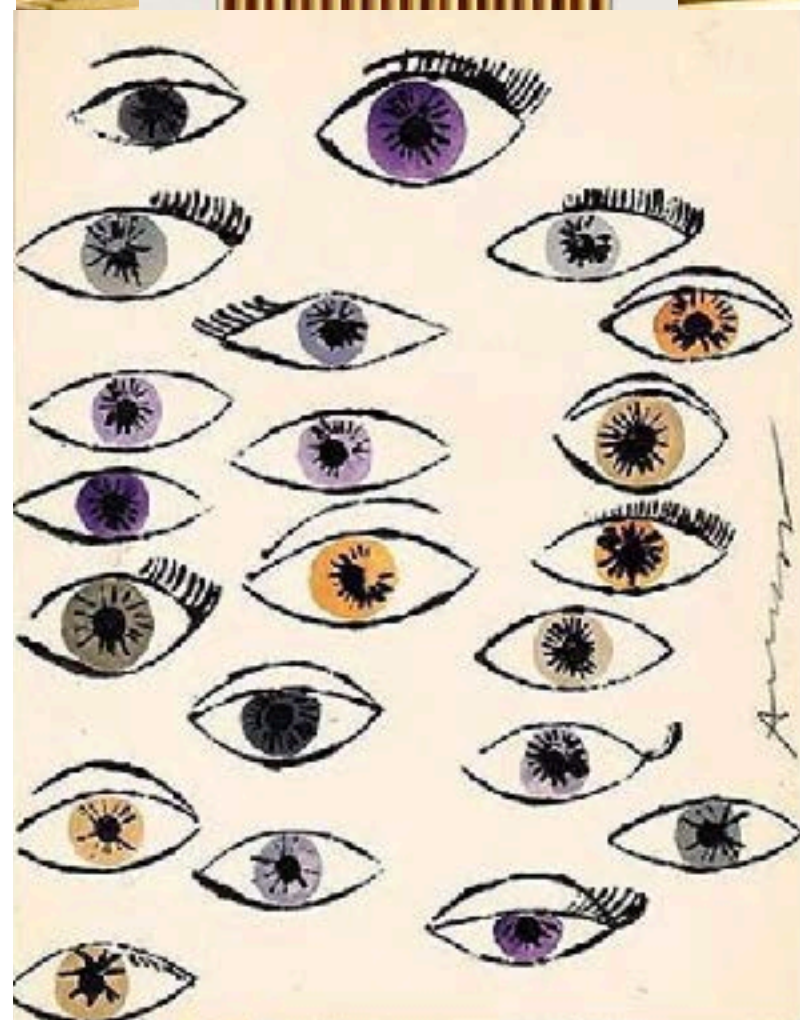
292 Nude





Evil Eye

Distinctive textures and thoughtful details adorn every piece of eyewear, whether it be diamond cut solar engravings on the temples or gem stone coloured nose-pads.





PINNACLE

—
MODEL SS2005 Antoine (*PDM016064*)
SIZE 55/17-140
B 46
COLOURS 3

KEY FEATURES

—
 Sun burst engraving on temples
 Titanium nose pads
 Slim design in trendy shape
 Engraving detail on top bar, tips and bridge



186 Shiny Antique Brown



430 Shiny Light Gold



104 Tortoise

ASPIRATIONAL



CODE SS3003 Bikini (PDM014746)
SIZE 53/15-135
B 43
COLOURS 3

KEY FEATURES



Sun burst engraving on temples
Bespoke acetate combi fronts
Engraving detail on tips



239 Strawberry

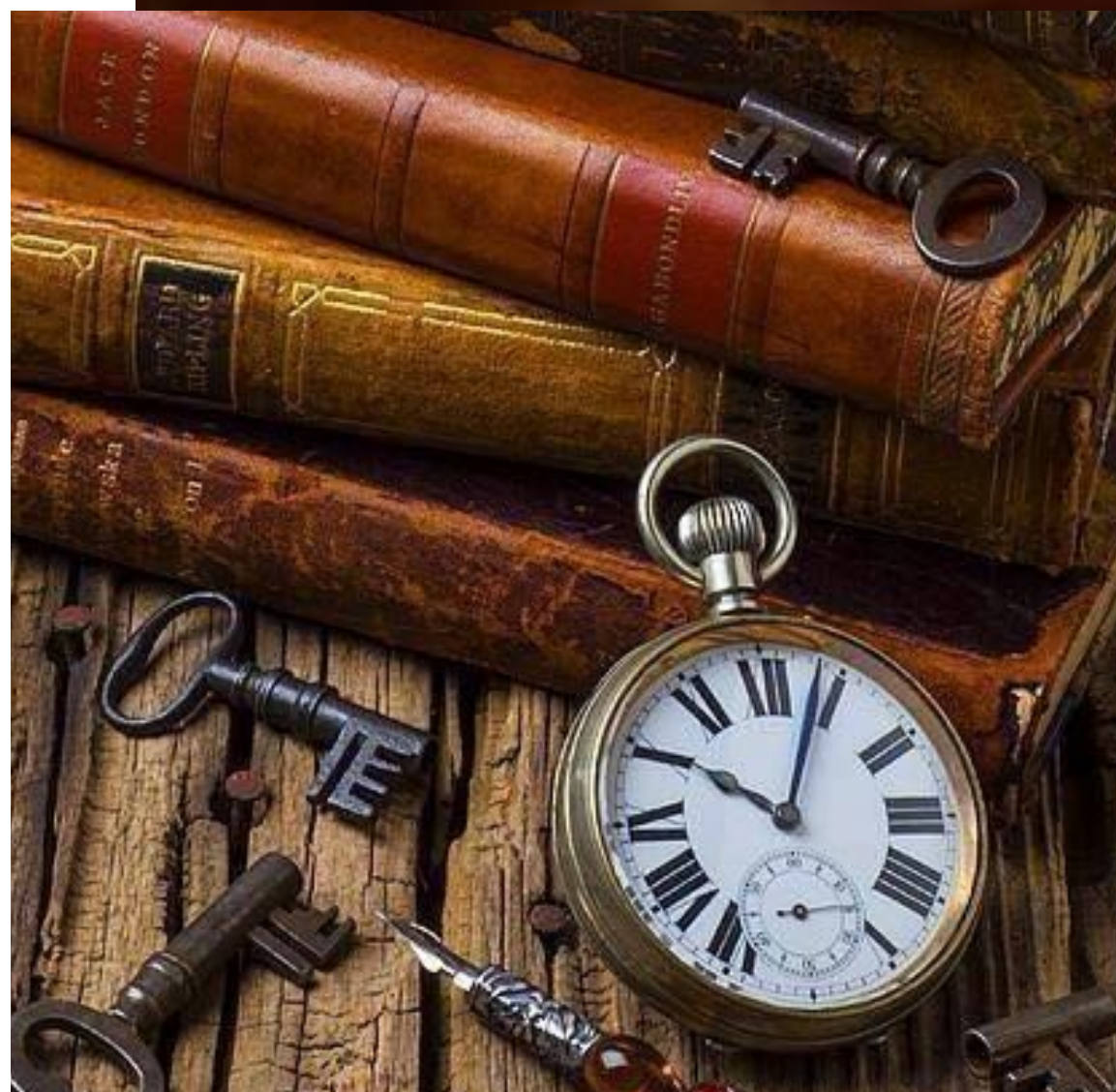


623 Teal



Good Old Fashioned

The classics remastered with a Scotch and Soda twist whilst respecting what we all know and love.





ASPIRATIONAL



MODEL SS4009 Carlo (*PDM014683*)
 SIZE 49/20-140
 B 44
 COLOURS 4

173 Brown Demi

KEY FEATURES



Metal end capped hinge
 Classic shape with a twist
 Engraving details o core-wire



068 Black



175 Tortoise



815 White Horn



ASPIRATIONAL



MODEL SS4008 Place Vert (*PDM016066*)
 SIZE 55/17-145
 B 42
 COLOURS 4

175 Tortoise

KEY FEATURES



Metal end capped hinge
 Classic shape with a twist
 Engraving details on core-wire



068 Black



173 Brown Demi



936 Grey



ESSENTIALS



MODEL SS4010 Rothenburg (PDM016067)
 SIZE 55/17-145
 B 43
 COLOURS 4

175 Tortoise

KEY FEATURES



Bespoke Terazzo acetate tips
 Classic shape



001 Black



147 Brown



637 Blue





ASPIRATIONAL



CODE SS4003 Bruul (*PDM014679*)
 SIZE 53/17-140
 B 41
 COLOURS 3

068 Black

KEY FEATURES



Metal end capped hinge
 Classic shape with a twist
 Engraving details o core-wire



175 Tortoise



936 Milky Grey

THANK YOU



ANY ENQUIRIES PLEASE CONTACT
CHRIS SCHWEGMANN
CHRISCHWEGMANN@MONDOTTIC.COM

SCOTCH & SODA