

SCOTCH & SODA

# SCOTCH & SODA SUN 2021

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SUNGLASS WORKSHOP JULY 2020  
CHRIS SCHWEGMANN



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SCOTCH & SODA

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# BRAND PARTNER OVERVIEW





BRAND

## SCOTCH & SODA CELEBRATING UNIQUENESS

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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.

SCOTCH & SODA



*Scotch & Soda • Canals of Amsterdam • Amsterdam*



BRAND

## BRAND PURPOSE

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**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.”**

SCOTCH & SODA



*Scotch & Soda • SS20 SUNGLASS • Social Images*



BRAND

## 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**.

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Scotch & Soda • SS21 Presentation • Amsterdam Design Studio



BRAND

## BRAND PERSONALITY

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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.**

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*Scotch & Soda • SS20 Shoots • Garden Isle*



**BRAND**

## **BRAND PERSONALITY cont...**

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### **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.

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*Scotch & Soda • SS20 Shoots • Garden Isle*



## BRAND ATTITUDE

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### 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.





BRAND

## BRAND TERRITORY OF EXPRESSION

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We articulate *The Free Spirit of Amsterdam* across 6 key brand themes that intertwine:

### FASHION

FREE TO BE WHO YOU WANT TO BE.

### AMSTERDAM

THE BIRTHPLACE OF LIBERAL THINKING.

### MUSIC

FREE TO ENJOY YOURSELF.

### ART

FREE TO EXPRESS YOURSELF.

### WATER

LIFE.

### LOVE

FREE TO LOVE WHO YOU WANT TO.

Following a **tone of voice** in line with our positioning:  
Descriptive, Informative, Engaging, Inclusive,  
Positive, Constructive, Slightly playful but never  
“Hard Core Activist”. Clear, honest and humble for sustainability.

=

**It's about “You” first & “Us” always.**

SCOTCH & SODA

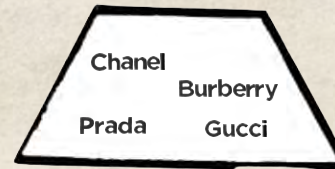


Scotch & Soda • SS20 Shoots • Garden Isle



# BRAND POSITIONING

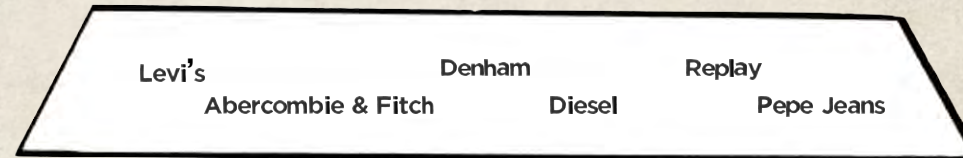
## Luxury



## Affordable Luxury



## High Street Premium



## Fast Fashion





SCOTCH & SODA

# PRODUCT ARCHITECTURE

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Men's | Women's | Denim (AMS Blauw)



Boy's | Girl's | Denim (AMS Blauw)





## THE CUSTOMER

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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.*

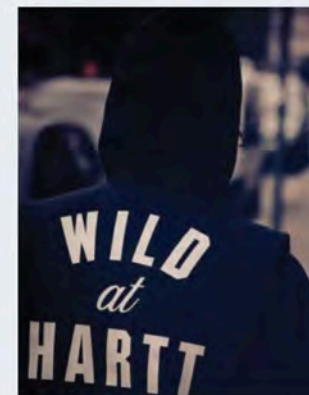
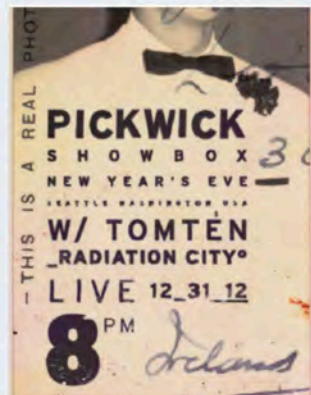
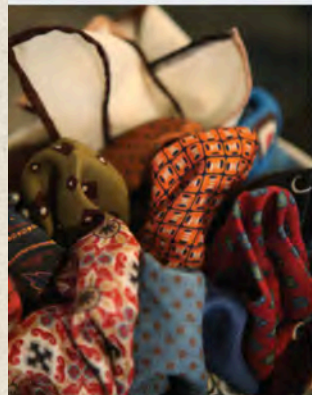
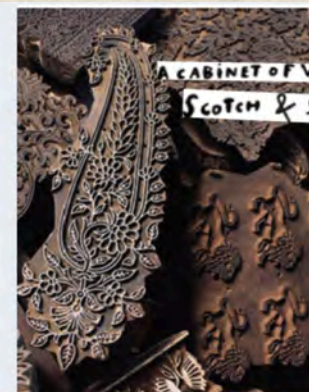
The **“Trend Trier”**: the consumer’s style is always morphing, they enjoy researching, buying and wearing fashionable clothing. Keeping up to date with trends, arts, and culture is an important facet of their identity. They are more frequent buyers and higher spenders. They use recommendation and their 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.*





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## SPRING-SUMMER 2020 CAMPAIGN

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This season we begin with the true story of the original Hawaiian shirt maker, Musa-Shiya. The collection tells the tale of Musa-Shiya's move to tropical Honolulu from his native Japan, where a mix of chance, creativity and a large dose of enterprise led to the creation of a style legacy.

Two big themes that run across the entire collection are **Broadcloth Classics** and **Hawaiian Suiting**. The former is an elevated take on the core Scotch pieces we call Icons of Scotch – modern summer essentials with a broadcloth twist; while the latter delivers spring-ready tailoring in an abundance of Hawaiian prints. The red threads of the SS20 season, these two stories unite the varying trends within the collection.

PAINTING  
PARADISE



SCOTCH & SODA  
AMSTERDAM COUTURE



## SS20 CAMPAIGN PAINTING PARADISE

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The collection's largest delivery, *Painting Paradise*, takes its inspiration from the surfers of SoCal who came to Hawaii in search of its infamous barrels, becoming Musa-Shiya's first customers. A mix of modern Aloha and surfer psychedelia, the palette is loud and the prints graphic. A painterly Hawaiian print on the sandy background of a two-set is a key player in this new surf style. Chinos cut from soft pink epitomises the broadcloth classics story, while a short-sleeve rainbow Hawaiian shirt offers a bright new take on Hawaiian suiting.

- Surfer psychedelia
- Acidic brights
- Rainbow details
- Painterly Hawaiian prints





# SS20 EYEWEAR BRAND COMMS - EYEWEAR CAMPAIGN

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## SHOWCARDS



# SS20 CAMPAIGN SHOTS - EYEWEAR

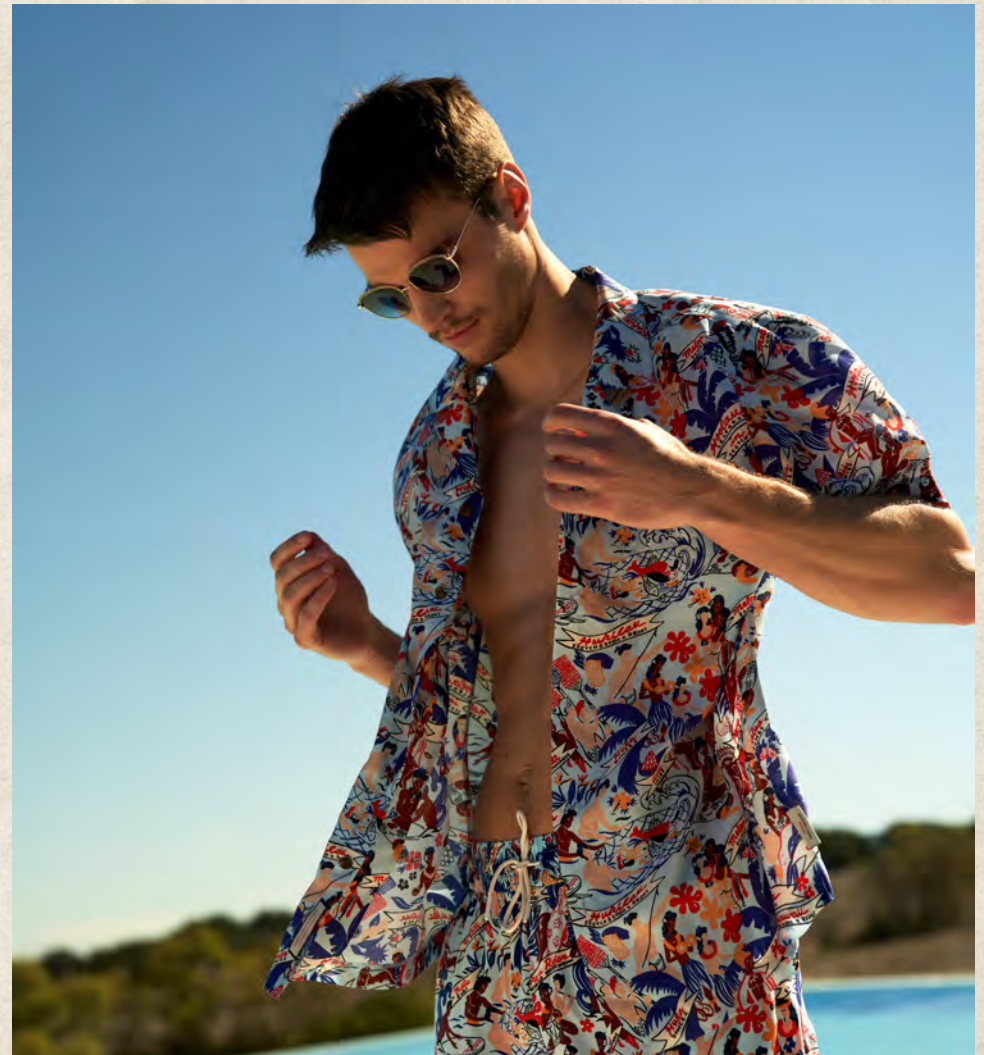
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# SS20 CAMPAIGN SHOTS - EYEWEAR

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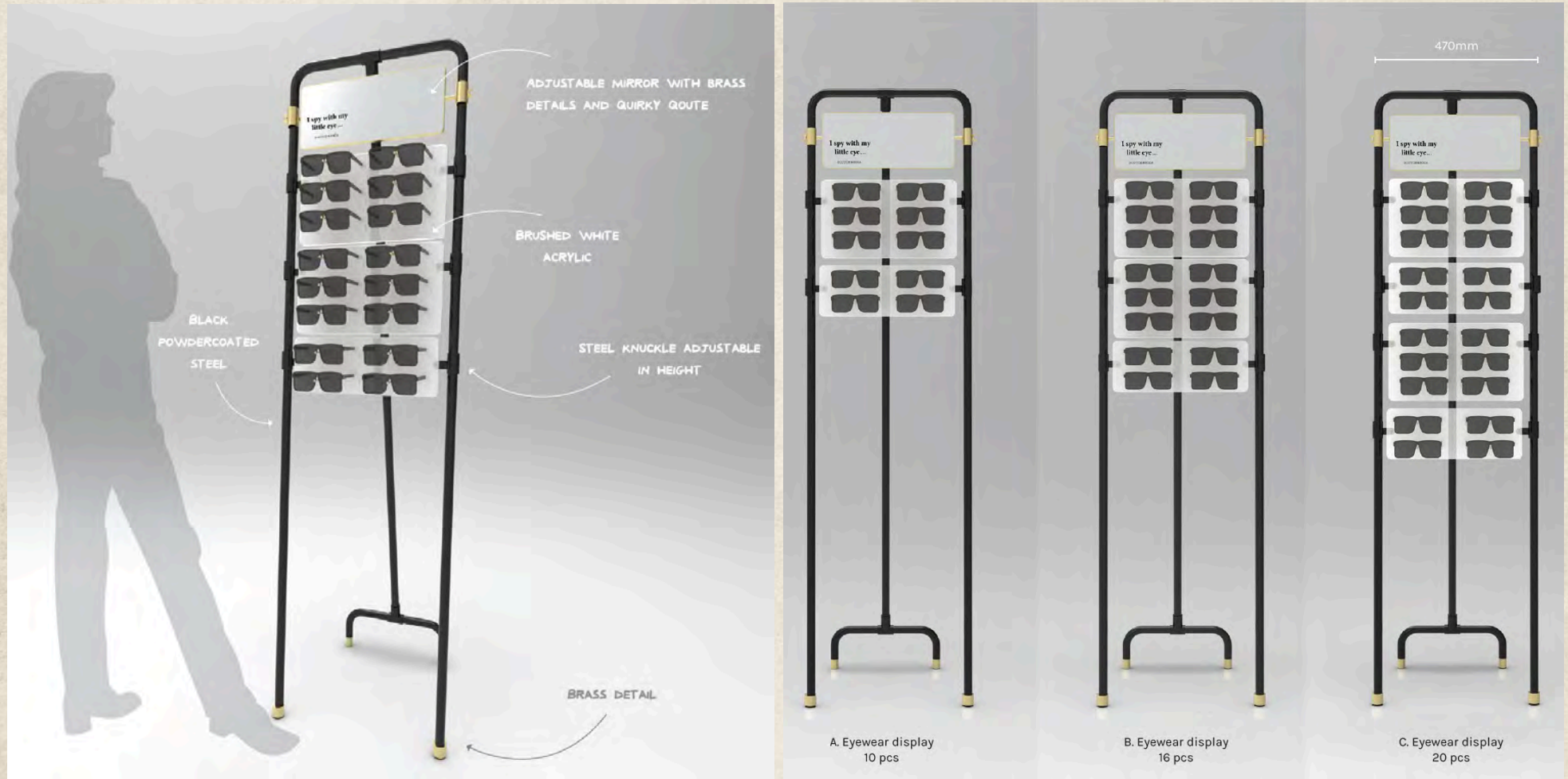
# SS20 EYEWEAR RETAIL POS

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# SS20 EYEWEAR RETAIL POS





# DISTRIBUTION





# RETAIL DISTRIBUTION



210+ Brand Stores  
8000+ Points of Sale Worldwide

*Scotch & Soda • Distribution Map • As of 2020*



# WHOLESALE DISTRIBUTION



- De Bijenkorf, **Amsterdam**
- Ludwig Beck, **Munich**
- Breuninger, **Stuttgart**
- Koenig, **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**



## DISTRIBUTION

SCOTCH & SODA

## NEW STORES

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### New Stores

UAE - Abu Dhabi (pictured)

US - Atlanta

US - New Jersey

Netherlands - Maastricht

### Shop in shops:

US - New York - Bloomingdales

Australia - Sydney - David Jones

Franchise: New Zealand - Auckland



Scotch & Soda • Abu Dhabi • UAE



SCOTCH & SODA



Brooklyn,  
USA



Barcelona store,  
Spain



Franchise store Chermide Brisbane,  
Australia



Westfields  
UK



Eindhoven Store  
Netherlands



Paris Bercy,  
France









# EYEWEAR OVERVIEW

Scotch & Soda • Eyewear Collection • SUN 2021



## SUN 2021

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Introducing the Scotch & Sun collection for 2021. Paying homage to the brands 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

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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.

**Essentials**  
RRP €105

**Aspirational**  
RRP €135

**Pinnacle**  
RRP €165





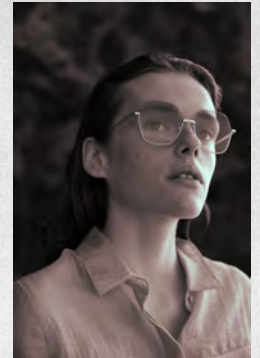
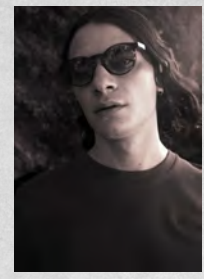
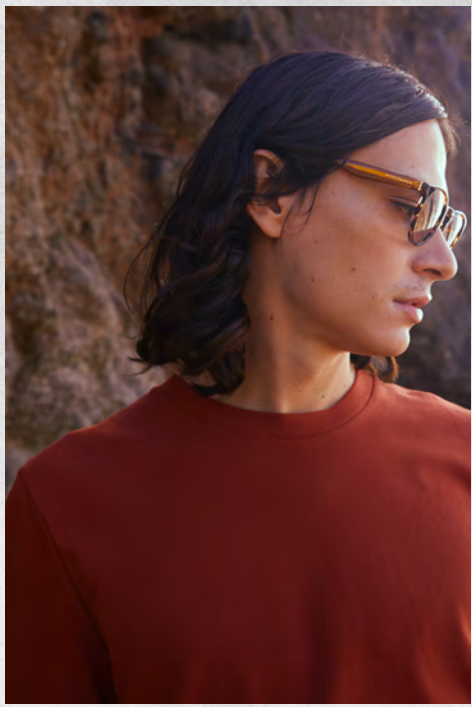
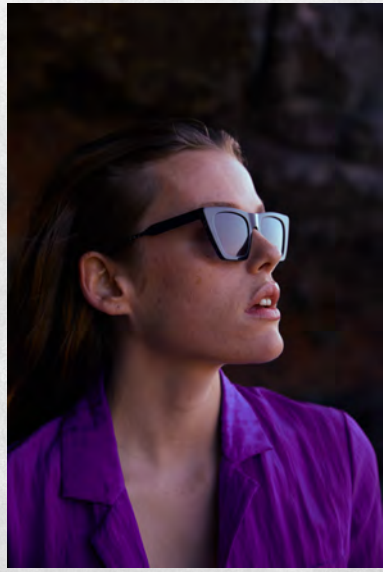
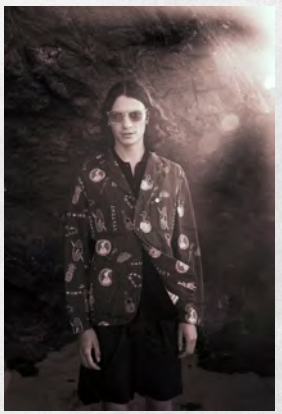
# SS 2020 CAMPAIGN SHOTS

Sun 2020 campaign imagery  
Usage to December 2020



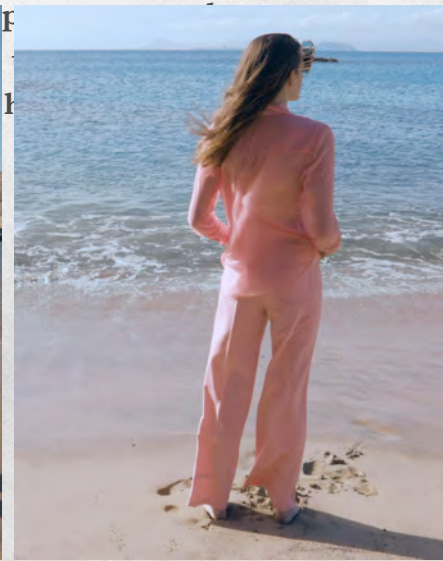


# SS20 EYEWEAR BRAND COMMS - KEY SOCIAL



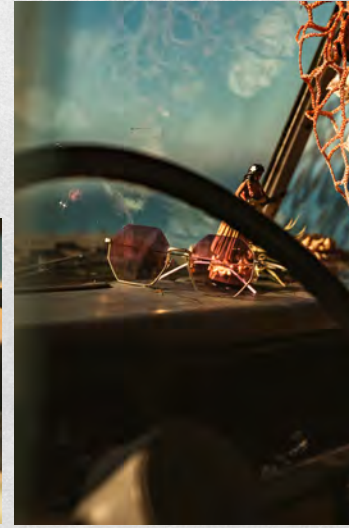
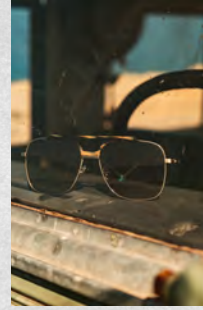
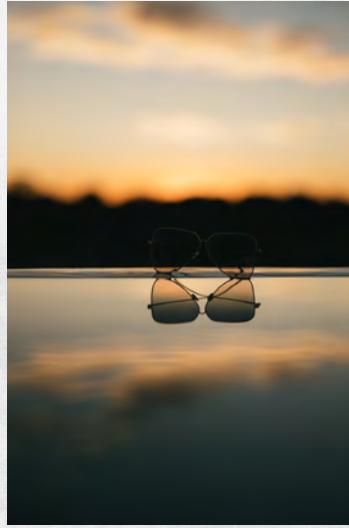


# SS20 EYEWEAR BRAND COMMS - VIDEO





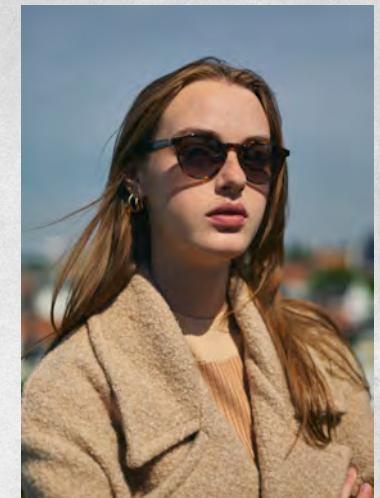
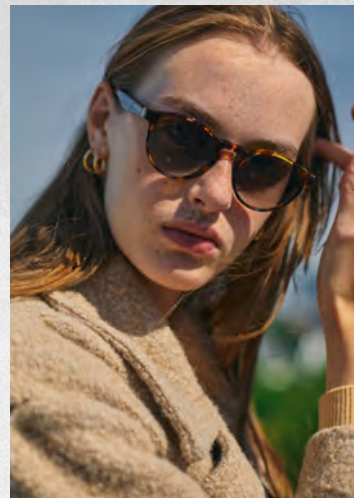
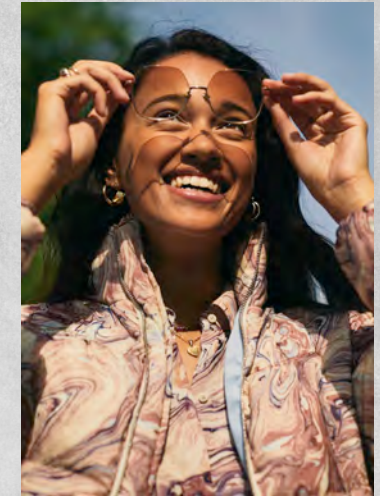
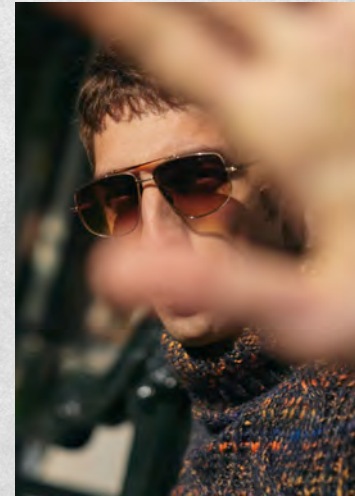
# SS20 EYEWEAR BRAND COMMS - STILL LIFE





# FW 2020 CAMPAIGN SHOTS

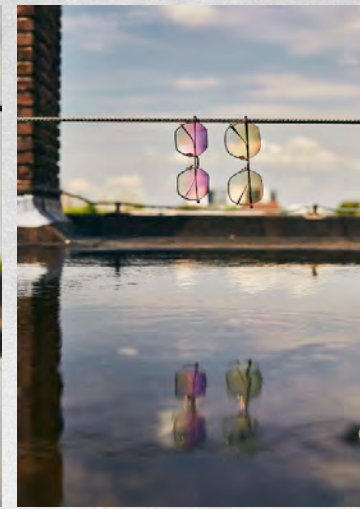
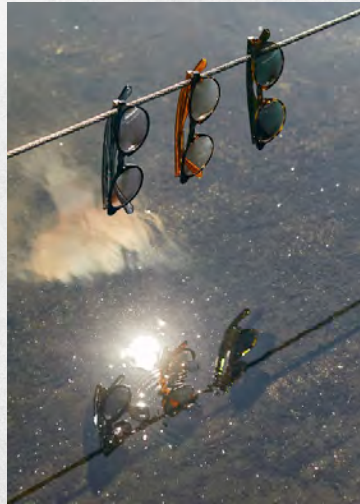
Sun 2020 campaign imagery **WIP Usage to January 2021** - SHOT ON CARRY OVER STYLES





# FW 2020 CAMPAIGN STILLS

Sun 2020 campaign imagery **WIP Usage to January 2021** - SHOT ON CARRY OVER STYLES





POS

SCOTCH & SODA

## POS STANDS

4 UP display which is available to all markets, pricing at \$28 each.

200(w)mm x 120(d) x 320(h)

Available NOW





## LOGO BLOCKS

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

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



## MAGNA BOX HEADERS

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Magna box headers will be available as an alternative to the the 4 PC display

Available NOW





# PACKAGING

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## ECO POLYBAGS

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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



# PR - CONSUMER

**FASHION**

**MAD LOVE**

**four out of one**

four out of one: één item, vier looks. Het is de nieuwe manier om te shoppen. Het is de nieuwe manier om te shoppen. Het is de nieuwe manier om te shoppen.

Cosmopolitan

**I Pamelas revsäska**

Väga sticka ut i mitt!

1. Med en doil av citron
2. Tivida glänsande
3. Med en touch av Santorini
4. Framväg snyggt
5. För både liningsas och vardagsstol
6. Snyggast smukt skän
- 7.

TOPPHÄLSA SE

**GRAZIA FASHION**

**PICK YOUR FAVE**

**PINK SHADES**

De meest optimistische trend van nu! De zonnebril met roze glazen! Jouw summer of love kan beginnen...

Roze bril met roze glazen. Ze zien er niet alleen vrolijk uit, maar roze zonneglazen zijn ook nog best praktisch. Ze verminderen namelijk lichtscherming en zorgen daarmee voor heel veel zicht. (100, Scotch & Soda)

Roze bril met roze glazen. Ze zien er niet alleen vrolijk uit, maar roze zonneglazen zijn ook nog best praktisch. Ze verminderen namelijk lichtscherming en zorgen daarmee voor heel veel zicht. (100, Scotch & Soda)

Grazia - NL

**Lekker thuis (zonne)brillen shoppen**

Behoefte de nieuwe collecties in onze showroom.

5 meest gelezen artikelen

1. David Beckham is weer terug in Amsterdam
2. Nu wil ik alles in mijn garderobe van Scotch & Soda
3. Nijja 10 en succesvol op Instagram
4. Hoe je dit met succes kunt gebruiken?
5. Balmain versist met super mooie zonnebrillen

We zitten noodgedwongen meer thuis dan we zouden willen maar de lente is in aantocht en we hebben al volop zon. Nieuwsgierig naar de nieuwe zonnebrillen voor deze zomer?

Nana Woody & John - NL

**MOONnieuws**

**ROZE BRIL**

Ze zien er niet alleen vrolijk uit, maar roze zonneglazen zijn ook nog best praktisch. Ze verminderen namelijk lichtscherming en zorgen daarmee voor heel veel zicht. (100, Scotch & Soda)

**kanjer**

Prati heeft de oorbellen (€ 250) en ringen (€ 250) met juwelen van parels van Les Mées.

**kantoorpakje**

Wapervakje gaat door zomer en dit korte broekje van Gestuz de deursluit (blauw € 230, shorts € 180, broekje € 200).

**wapperjurk**

Zie salig, plakt niet aan je lijf en is levenslang schil! Als je gewenst kan het ook je helpen in de buitenen. (Gard en schouders broek € 120,00, Selected Femme)

**STEVIGE PAS**

Een beugel schoenen gaat nu minimaal stikken bij de opzwaai (€ 29,99, verhuur.nl)

LINDA - NL

**Mode**

20

Vrouw - NL

**SHORT**

De zomer is er! Het is de perfecte tijd om te shoppen. Het is de perfecte tijd om te shoppen. Het is de perfecte tijd om te shoppen.

**LINNEN JURK**

De zomer is er! Het is de perfecte tijd om te shoppen. Het is de perfecte tijd om te shoppen. Het is de perfecte tijd om te shoppen.

**OFF-SHOULDER**

De zomer is er! Het is de perfecte tijd om te shoppen. Het is de perfecte tijd om te shoppen. Het is de perfecte tijd om te shoppen.

NINA

**In de stijl van Regina Hall**

Oude rot in het acteerstuk Regina Hall (Scary movie) kent ook haar modeklassiekers, zoals ze hier bewijst met deze perfect gecombineerde trenchcoat.

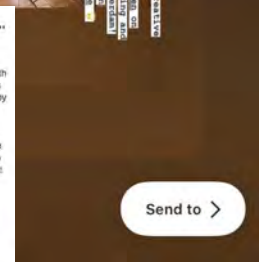
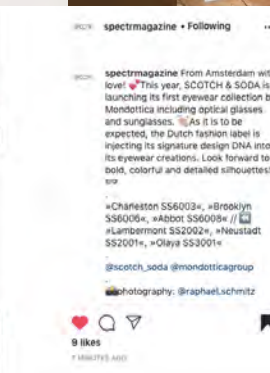
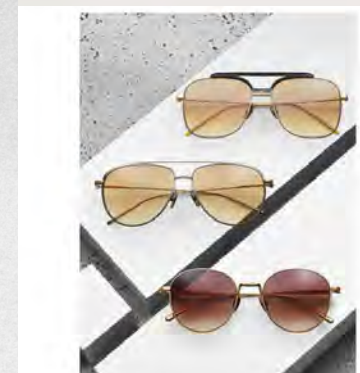
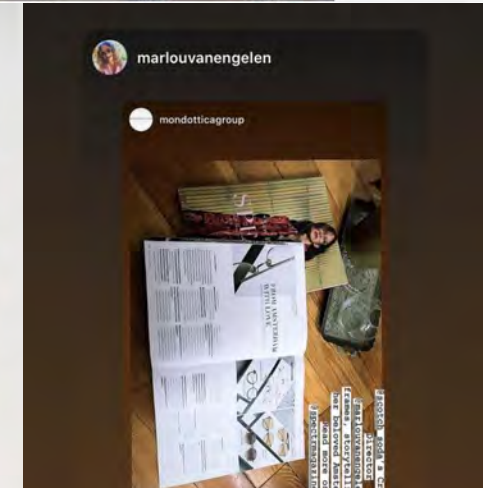
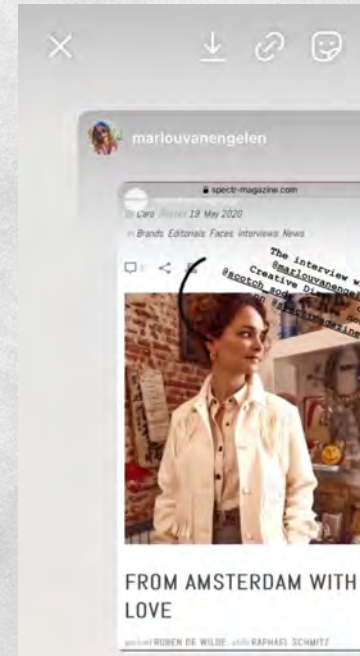
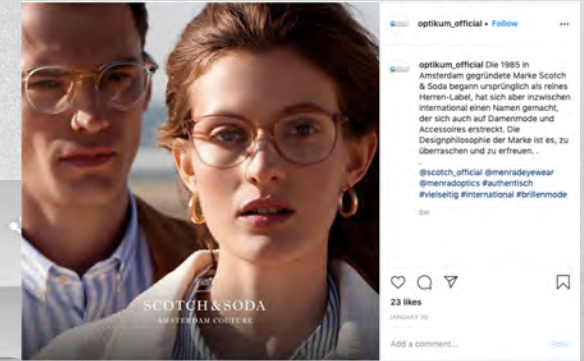
Viva - NL







# PR - SOCIAL

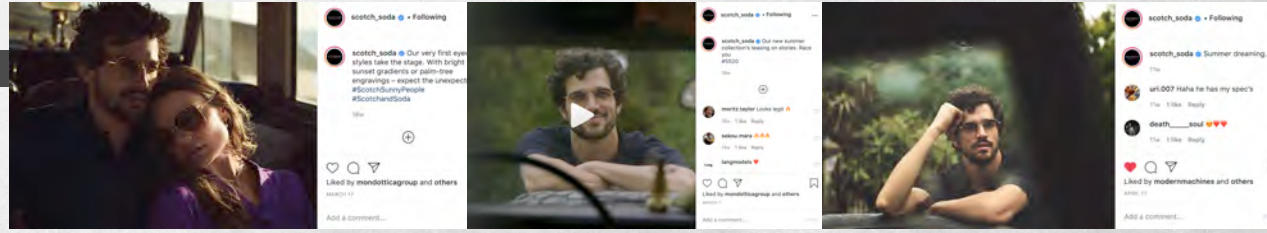




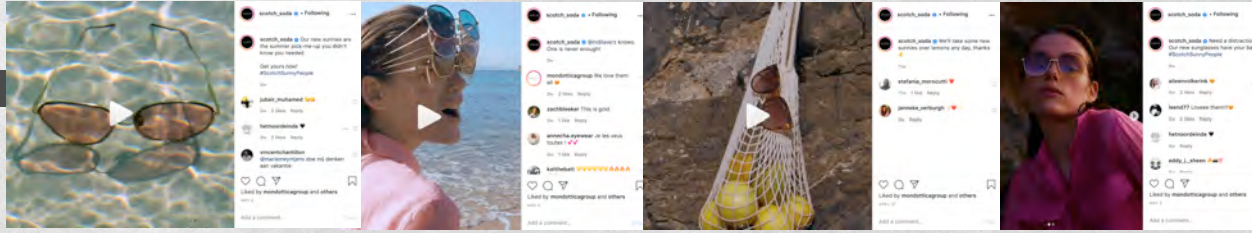
# SS20 EYEWEAR BRAND COMMS - SOCIAL

4 Months of activity focused on Sunglasses from the brand

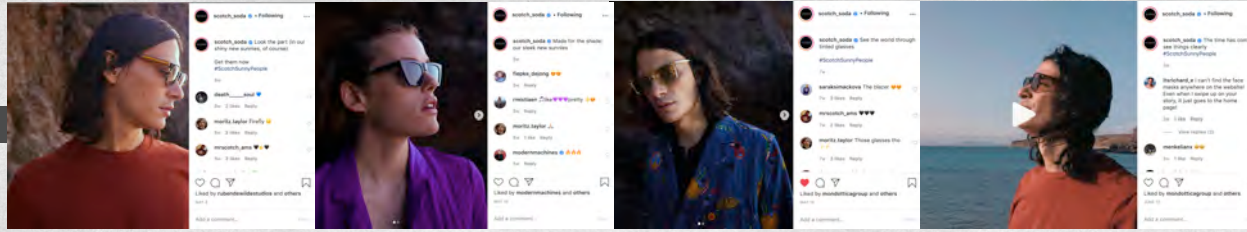
MARCH



APRIL



MAY



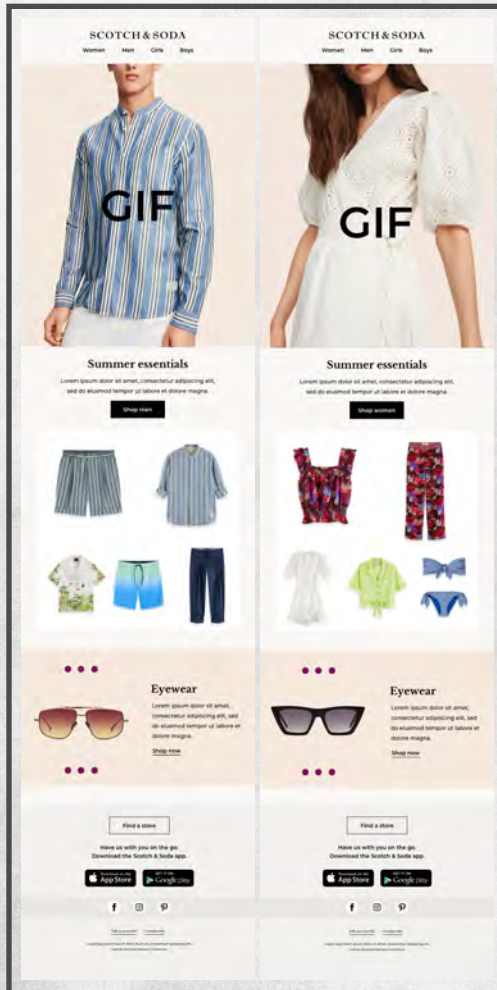
JUNE



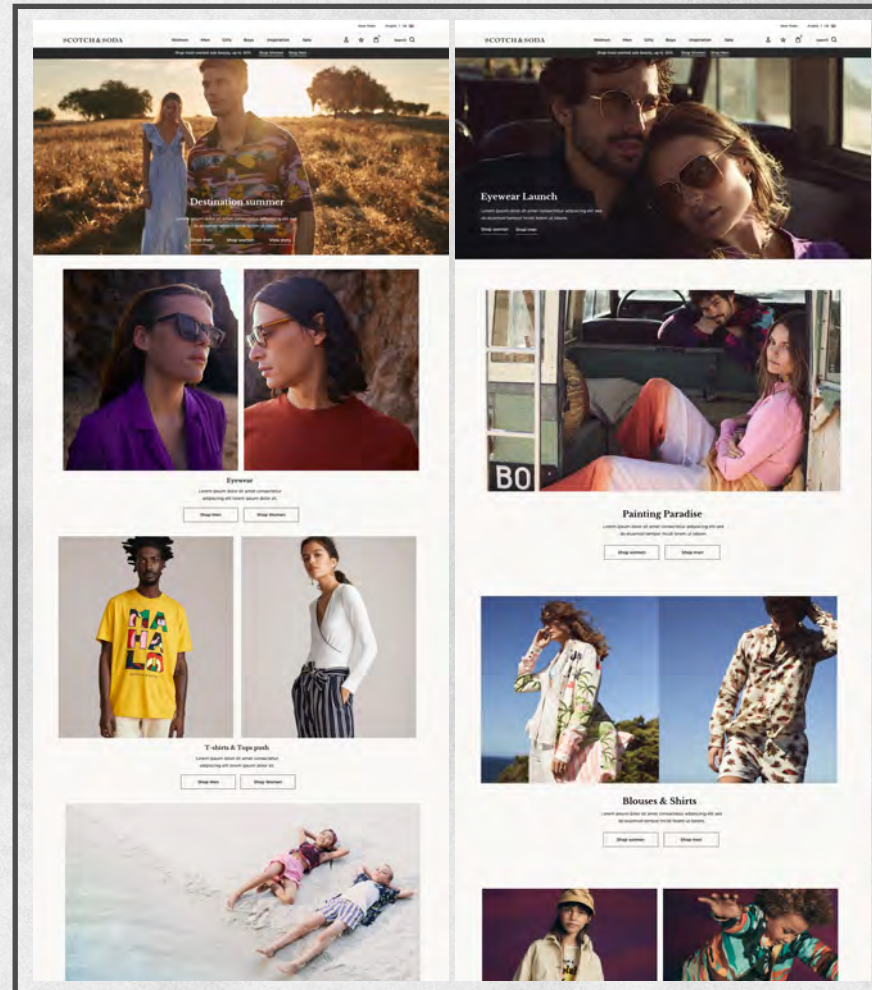


# SS20 EYEWEAR BRAND COMMS - CRM/ECOMM

3 Week of key moments where Sunglasses Features on Scotch Pages



CRM



E-COMM



# SUN 2021 COLLECTION



*Scotch & Soda • Eyewear Collection • SUN 2021*



## DESIGN INSPIRATION

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The collection truly represents all that is Scotch, with rich story telling throughout and close attention to detail as a mark of care and quality.

Five distinctive eyewear stories have been woven into the collection, offering something for all walks of life which is characterised by how Scotch approaches their mainline collections.

### 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.

### GOOD OLD FASHION

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

### SLIM AND TONIC

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

### HAVANA BEACH NEW

Havana (A.K.A Tortoise Shell) is a development of the Terrazzo Palazzo story. Toning down the use of bold Terrazzo's and instead replacing them with earthy torts and patterned acetates with a more mineral/natural feel seasoned with some clever laminations.

### AFRICAN MEMPHIS NEW

Inspired by the Memphis design movement, well known for bright colours, geometric shapes and bold patterns, expect bold shapes, pastel colours and a bespoke geo patterned engraved core wire.





# SUN 21 COLLECTION OVERVIEW

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# PRODUCT MIX • MEN'S SUN 21

11 Models 50 Sku's  
4-5 Colours

★ Brands Key Marketing Style

## PINNACLE

RRP €165



★ SS8009 Castro  
PDM016151

SS8010 Presidio  
PDM016152

## ASPIRATIONAL

RRP €135



★ SS5007 Faneuil  
PDM016151

★ SS8008 Rushmore  
PDM016151

SS8005 Kirby  
PDM014697

### CARRY-OVER



SS6008 Abbot  
PDM014695

SS6009 Fillmore  
PDM014673

## ESSENTIALS

RRP €105



SS8006 Clark  
PDM016136

SS8007 Tahoe  
PDM016137

SS7010 Ashbury  
PDM016151

### CARRY-OVER



SS8004 Kinney  
PDM014698



# PRODUCT MIX • WOMEN'S SUN 21

10 Models 42 Sku's  
4-5 Colours

★ Brands Key Marketing Style

## PINNACLE

RRP €165



★ SS5008 Fresno  
PDM016150



★ SS5009 Maine  
PDM016153

## ASPIRATIONAL

RRP €135



SS5006 Yosemite  
PDM016141



★ SS7009 Holly  
PDM016145



★ SS7011 Maggie  
PDM016688

CARRY-OVER



SS5003 Miami  
PDM014775



SS5004 Orchard  
PDM014763



SS7003 Lafayette  
PDM014767

## ESSENTIALS

RRP €105



SS7008 Madison  
PDM016139



SS7007 Balboa  
PDM016138

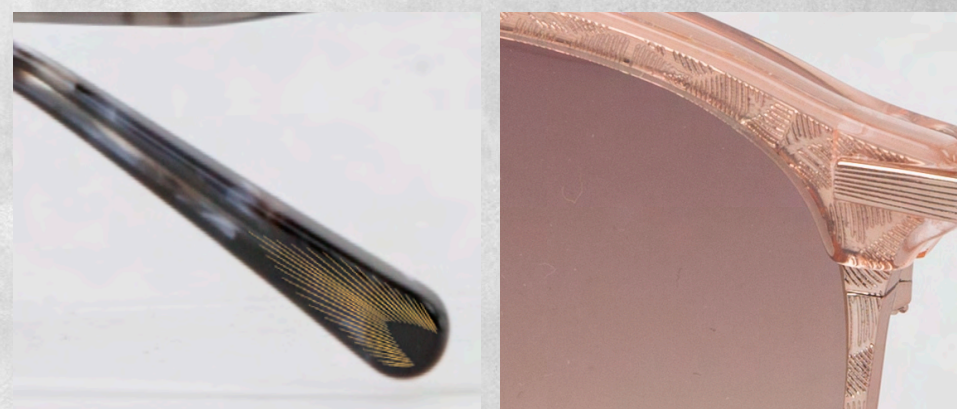






## BESPOKE ENGRAVINGS

Engravings are a key theme of the entire collection, in both acetates and metals represented in sun burst detailing's on temples, geo patterned core wire, coin like ribbing on metal fronts, bespoke engraves hinge pins on fronts and palm leaf engraving on metal brows.





## TEMPLE DETAILING

—  
Contrasting acetates with bespoke tipping, bespoke hinges with logo detailing and core wire engravings adorn temples throughout the collection.





## NOSE PADS

---

Women's styles will feature gem stone like nose pads and for mens, titanium nose pads with sewing machine engravings will feature on metals and combo's.





## BESPOKE LAMINATIONS

—  
The Havana Beach story is a new design aesthetic featuring bespoke lamination stories on acetates.





## 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 brand's curious nature.





SCOTCH & SODA 2020 SCOTCH & SODA 2020 SCOTCH & SODA 2020 SCOTCH & SODA 2020 SCOTCH & SODA 2020

SCOTCH & SODA

# SUN 21 COLLECTION

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Scotch & Soda • Eyewear Collection • SUN 2021

SCOTCH & SODA 2020 SCOTCH & SODA 2020 SCOTCH & SODA 2020 SCOTCH & SODA 2020 SCOTCH & SODA 2020







SCOTCH & SODA



**SCOTCH & SODA**

AMSTERDAM COUTURE







## PINNACLE

---

**MODEL** SS8010 Presidio (PDM016152)

**SIZE** 57/14-140

**B** 45

**COLOURS** 4

## KEY FEATURES

---

Subtle logo engravings adorn top bar, temple tips  
Multi-colour graduated lens  
Sunburst engraving on temples  
Bespoke acetate metal combination  
Titanium nose pads

601 Blue Horn



103 Brown Horn



906 Crystal Grey



172 Crystal Cognac





## PINNACLE

**MODEL** SS8009 Castro (PDM016151)

**SIZE** 56/16-145

**B** 50

**COLOURS** 4

103 Brown Horn

## KEY FEATURES

Subtle logo engravings adorn top bar, temple tips  
Multi-colour graduated lens  
Sunburst engraving on temples  
Bespoke acetate metal combination  
Classic aviator



172 Crystal Cognac



601 Blue Horn



906 Crystal Grey



SCOTCH & SODA



SCOTCH & SODA

AMSTERDAM COUTURE





# SUN 21 SUN • WOMEN'S COLLECTION

---

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## PINNACLE

---

**MODEL** SS5008 Fresno (PDM016150)

**SIZE** 56/15-135

**B** 55

**COLOURS** 3

240 Burgundy Grad

## KEY FEATURES

---

- Subtle logo engravings adorn temple tips
- Multi-colour graduated lens
- Sunburst engraving on temples
- Unique engraved front pin hinges
- Gem stone like nose pads
- Bevelled lenses



340 Orange Grad



540 Green Grad



# SUN 21 SUN • WOMEN'S COLLECTION

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## PINNACLE

---

**MODEL** SS5009 Maine (PDM016153)

**SIZE** 53/17-140

**B** 46

**COLOURS** 3

487 Light Gold

## KEY FEATURES

---

Palm tree engraved top bro detail  
Subtle logo engravings adorn temple tips  
Sunburst engraving on temples  
Unique engraved front pin hinges  
Gem stone like nose pads



293 Rose Gold



172 Antique Gold



# SUN 21 SUN • WOMEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS5004 Orchard (PDM014763)

**SIZE** 56/16-140

**B** 52

**COLOURS** 5

430 Light Gold - NEW SKU

## KEY FEATURES

---

Subtle logo engravings adorn temple tips  
Sunburst engraving on temples  
Gemstone like nose pads



400 Shiny Gold



411 Matt Gold



420 Matt Rose Gold



483 Brushed Gold - NEW SKU



# SUN 21 SUN • MEN'S COLLECTION

---

SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS6008 Abbot (PDM014695)

**SIZE** 52/19-140

**B** 48

**COLOURS** 5

483 Brushed Gold - NEW SKU

## KEY FEATURES

---

Subtle logo engravings adorn temple tips  
Sunburst engraving on temples  
Titanium nose pads



002 Matt Black



402 Matt Gold



426 Light Gold - NEW SKU



430 Shiny Gold



# SUN 21 SUN • MEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS6009 Fillmore (PDM014673)

**SIZE** 53/20-140

**B** 44

**COLOURS** 5

426 Light Gold - NEW SKU

## KEY FEATURES

---

Subtle logo engravings adorn temple tips  
Sunburst engraving on temples  
Titanium nose pads



002 Matt Black



402 Matt Gold



902 Matt Gun

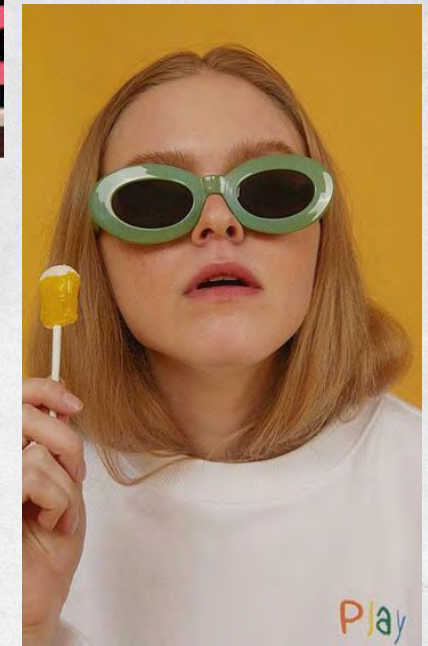
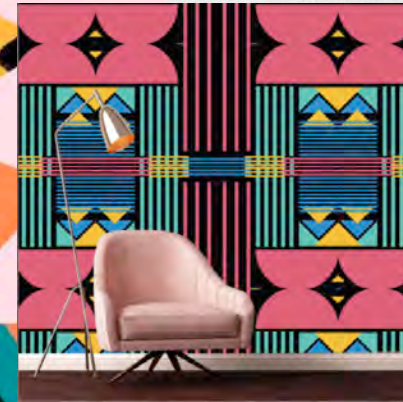
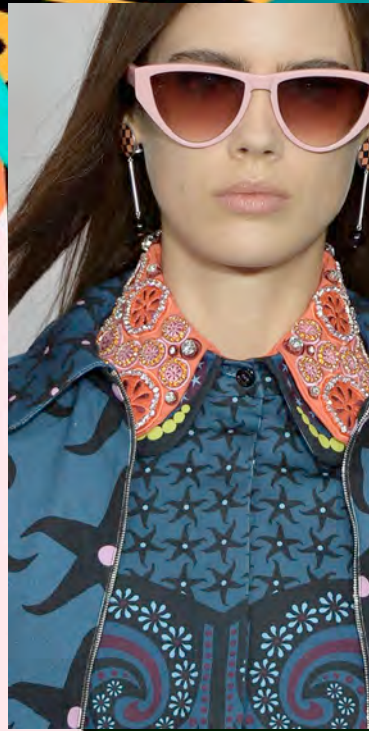


483 Brushed Gold - NEW SKU

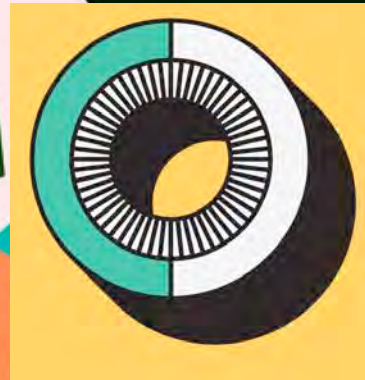


# African Memphis

Inspired by the Memphis design movement, well known for bright colours, geometric shapes and bold patterns, expect bold shapes, pastel colours and a bespoke geo patterned engraved core wire.



AKCWG  
RBYEHF  
JMUOV  
NITQXZ  
LSD





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AMSTERDAM COUTURE







ESSENTIAL

MODEL SS8007 Tahoe (PDM016137)  
SIZE 51/19-140  
B 45  
COLOURS 5

KEY FEATURES

Bevelled temple laminations and tips  
Geo-pattern engraved core wire

131 Honey Tort



010 Speckled Black - NEW SKU  
TO MATCH ABOVE COLOUR



676 Crystal Blue



176 Milky Honey - NEW SKU  
TO MATCH ABOVE COLOUR



520 Milky Peppermint - NEW SKU  
TO MATCH ABOVE COLOUR





**ESSENTIAL**

---

**MODEL** SS8006 Clark (PDM016136)  
**SIZE** 52/19-140  
**B** 43  
**COLOURS** 5

676 Crystal Blue

**KEY FEATURES**

---

Bevelled temple laminations and tips  
Geo-pattern engraved core wire



010 Speckled Black - NEW SKU  
TO MATCH ABOVE COLOUR



131 Honey Tort



176 Milky Honey - NEW SKU  
TO MATCH ABOVE COLOUR



520 Milky Peppermint - NEW SKU  
TO MATCH ABOVE COLOUR





**ESSENTIAL**

---

**MODEL** SS7008 Madison (PDM016139)  
**SIZE** 52/23-140  
**B** 39  
**COLOURS** 5

267 Milky Peach

**KEY FEATURES**

---

Bevelled temple laminations and tips  
Geo-pattern engraved core wire



121 Honey Leopard



461 Milky Lemon



520 Milky Peppermint



676 Crystal Blue



# SUN 21 SUN • WOMEN'S COLLECTION

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## ESSENTIAL

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**MODEL** SS7007 Balboa (PDM016138)

**SIZE** 57/15-140

**B** 41

**COLOURS** 5

## KEY FEATURES

---

Bevelled temple laminations and tips  
Geo-pattern engraved core wire

520 Milky Peppermint



121 Honey Leopard



461 Milky Lemon



267 Milky Peach



676 Crystal Blue

KEY MARKETING STYLE  
KEY MARKETING STYLE  
KEY MARKETING STYLE  
KEY MARKETING STYLE







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**SCOTCH & SODA**

AMSTERDAM COUTURE







ASPIRATIONAL

MODEL SS8008 Rushmore (PDM016144)  
SIZE 51/19-140  
B 43  
COLOURS 4

KEY FEATURES

Duel temple laminations  
Gold engraved sunburst detail adorns temple tips

176 Milky Honey



010 Speckled Black



104 Dark Tortoise



205 Milky Coral - NEW SKU  
TO MATCH ABOVE COLOUR



# SUN 21 SUN • WOMEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS7009 Holly (PDM016145)  
**SIZE** 54/21-140  
**B** 48  
**COLOURS** 4

104 Dark Tortoise

## KEY FEATURES

---

Duel temple laminations  
Gold engraved trapped temple tips  
Oversized classic shape



205 Milky Coral



100 Brown Granite



001 Black - NEW SKU  
TO MATCH ABOVE COLOUR

KEY MARKETING STYLE  
KEY MARKETING STYLE  
KEY MARKETING STYLE  
KEY MARKETING STYLE





Colour 2 - Brown horn with blue/orange grad lens (as PDM016151-103)

103 Brown Tort

ASPIRATIONAL

MODEL SS7011 Maggie (PDM016688)  
SIZE 57/15-140  
B 53  
COLOURS 4

KEY FEATURES

Bevelled temple laminations and tips  
Geo-pattern engraved core wire  
Subtle logo details  
Classic 70's style



Colour 3 - Honey leopard (PDM016139 - 12) with brown/orange grad lens (PDM016130 - 34)

121 Honey Leopard



Colour 1 - Classic honey tort (as PDM016150 - 11) with Triple Gradient lens (as 016101 - 60)

131 Honey Tort



Colour 4 - Peach tort (NEW arrival - 2021) with light brown grad lens (ASBOTT 23008 - 40)

271 Peach Tort





ESSENTIAL

MODEL SS7010 Ashbury (PDM016154)  
SIZE 55/18-140  
B 44  
COLOURS 4

KEY FEATURES

Temple laminations  
Gold engraved sunburst detail adorns temple tips

558 Crystal Green



176 Milky Honey



264 Blush Tort



801 Crystal



# SUN 21 SUN • MEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

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**MODEL** SS8005 Kirby (PDM014697)

**SIZE** 51/20-135

**B** 46

**COLOURS** 5

188 Nude

## KEY FEATURES

---

Unique metal hinge with logo detailing  
Bespoke Terazzo acetate tips  
Classic panto  
The upgraded Kinney



173 Tabac



433 Champagne



575 Green



001 Black



SCOTCH & SODA

# Good Old Fashioned

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





# SUN 21 SUN • MEN'S COLLECTION

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SCOTCH & SODA



## ESSENTIAL

---

MODEL SS8004 Kinney (PDM014698)

SIZE 49/20-140

B 44

COLOURS 5

801 Matt Crystal - NEW SKU

## KEY FEATURES

---

Engraved core wire detailing  
Metal detailed engraved hinges  
Contrasting fronts and temples



068 Black



173 Brown Demi



029 Crystal Black - NEW SKU



175 Tortoise







# SUN 21 SUN • MEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS5007 Faneuil (PDM016142)

**SIZE** 53/17-140

**B** 45

**COLOURS** 4

430 Gold Green

## KEY FEATURES

---

Titanium nose pads  
Subtle logo detailing adorn temples  
Colour pop temple tips  
Classic "TV" shape



031 Black



692 Teal



416 Gold



# SUN 21 SUN • WOMEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS5006 Yosemite (PDM016141)

**SIZE** 53/17-140

**B** 46

**COLOURS** 4

430 Gold Green

## KEY FEATURES

---

Gem stone like nose pads  
Subtle logo detailing adorn temples  
Colour pop temple tips  
Classic panto shape



031 Black



201 Rose Gold



416 Gold



# SUN 21 SUN • WOMEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS5003 Miami (PDM014775)

**SIZE** 51/19-135

**B** 48

**COLOURS** 5

466 Gold/Green

## KEY FEATURES

---

Gemstone like nose pads  
Subtle logo detailing adorn temples  
Colour pop temple tips  
Semi rimless "topless"  
Multi-coloured graduated lenses



416 Gold/Pink



456 Gold/Purple



002 Gun/Black - NEW SKU



288 Copper/Burgundy - NEW SKU



# SUN 21 SUN • WOMEN'S COLLECTION

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SCOTCH & SODA



## ASPIRATIONAL

---

**MODEL** SS7003 Lafayette (PDM014767)  
**SIZE** 54/17-140  
**B** 46  
**COLOURS** 4

805 Snow Leopard - NEW SKU

## KEY FEATURES

---

Subtle logo engravings adorn temples  
Raised rivet detailing  
Engraved temple tip caps  
Soft cate-eye styling



232 Pink



998 Grey



029 Crystal Black - NEW SKU



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**THANK YOU**

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