



# SCOTCH & SODA

AMSTERDAM COUTURE



ZOE BRIGGS

MIDO

22.02.19

# AGENDA

## **BRAND**

The Brand Story

Brand Values

Design Philosophy

Product Architecture

The Customer

Distribution

## **EYEWEAR**

Eyewear Sales Growth Plan

Product Architecture

Commercial Strategy

Collection Inspiration

Video Teaser

SCOTCH&SODA

**BRAND**



THE BRAND STORY



*Scotch on Wheels - The Ever-travelling Boutique,  
Amsterdam*

## BRAND STORY

### FROM AMSTERDAM

Scotch & Soda is an Amsterdam brand creating unique collections for men, women, boys and girls since 1985 and, today, we have stores and lovers of our brand all over the world.



*Amsterdam Canals*

## BRAND STORY

## FROM EVERYWHERE

Our sense of style is rooted in where we're from – our home city. Our geography frames our outlook and our collections: We're a harbour city, known for our much photographed canals that spark curiosity and lead us further afield. We are born knowing there is a bigger world out there. Our inspiration can come from everywhere..



*Scotch & Soda Collection Presentations,  
Amsterdam Design Studio*

## BRAND VALUES

If you ask us to pin point what makes us different – makes us have a place in fashion all of our own, we'd narrow it down to these four. These values make us, us...

- Authentic Culture
- Stories of Discovery
- Thoughtful Details
- Liberal Thinking



*Scotch & Soda Collection Presentations,  
Amsterdam Design Studio*

## BRAND VALUES

## AUTHENTIC CULTURE

We are (almost obsessively!) curious about our world. We hunt high and low in search of the authentic – unique finds that deserve exploring, protecting, cherishing, celebrating and redefining.



Scotch & Soda Collection Presentations,  
Amsterdam Design Studio



## BRAND VALUES

## STORIES OF DISCOVERY

The art of storytelling. It's alive in our products and experiences, as well as in the process of creating them. We tell them with love and care; in a way that will keep you hooked.



*Scotch & Soda Collection Presentations,  
Amsterdam Design Studio*

## BRAND VALUES

## THOUGHTFUL DETAILS

We pay attention to the details because thoughtful craftsmanship is the mark of care and quality. We study the classics in order to give them our unique spin.

SCOTCH & SODA



*One of Many Scotch & Soda Tagging Cabinets,  
Amsterdam Design Studio*

## BRAND VALUES

### LIBERAL THINKING

We embrace the liberal thinking of our home town, Amsterdam, where people are free to explore the world around them and themselves as individuals. This gives rise to boundless creativity.



*Scotch & Soda HQ,  
Amsterdam*

## DESIGN PHILOSOPHY

Sparked by the thrill of 'the find':  
Our unique way of design.

Our designers create with this frame of mind:  
entrepreneurial, adventurous, curious in both the  
heritage and the future of our world. Culture and pop  
culture. Obsessed with the thrill of the find.

Each season our designers travel the world in  
search of the unique. They return home with all  
kinds of finds – it could be an artefact, a vintage  
fabric, a line from a poem; it could be anything.  
Collections are remixed in the heart of, and with the  
unique soul of Amsterdam.



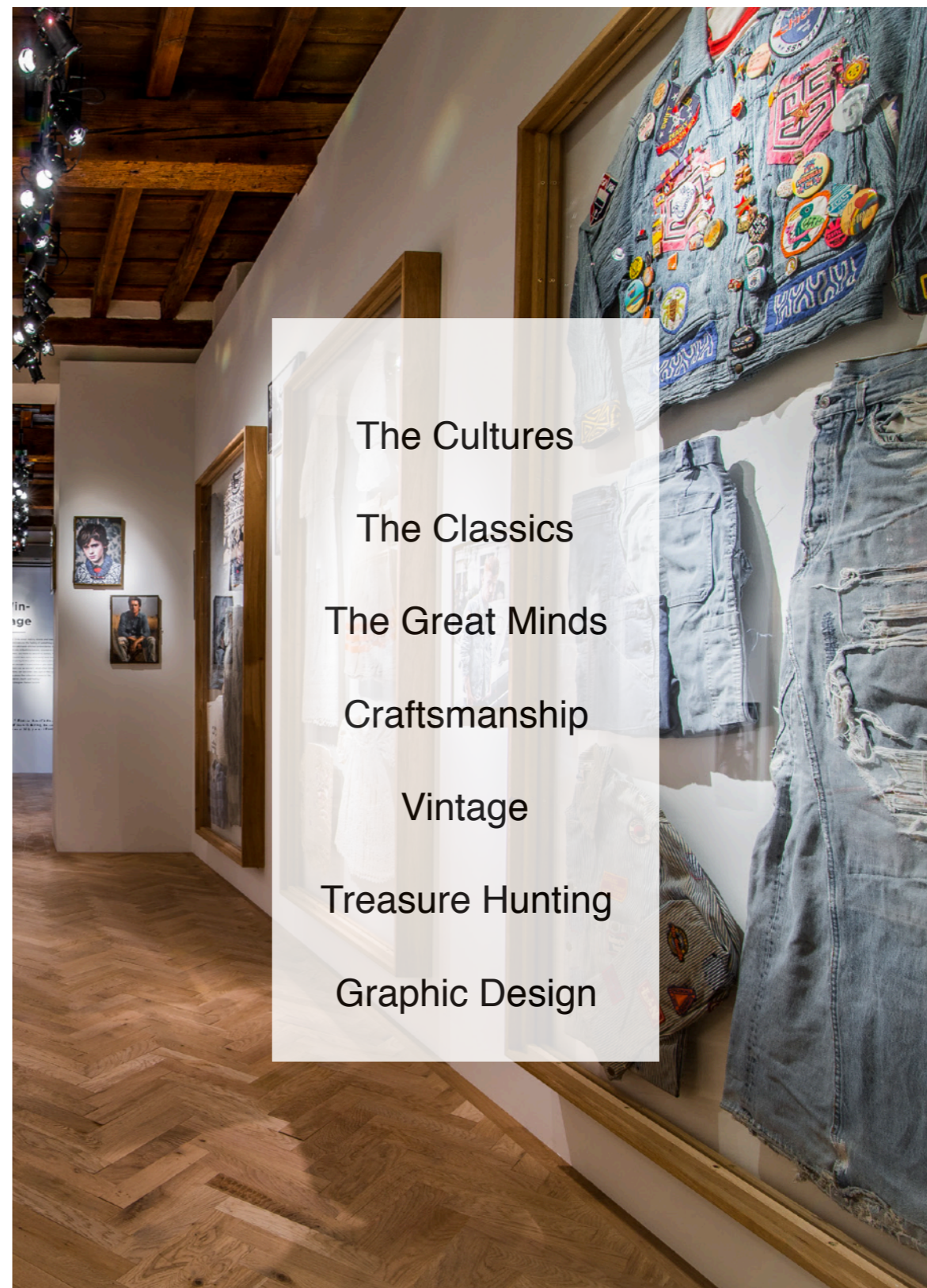
*Scotch and Soda Design Studio,  
Amsterdam*

## DESIGN PHILOSOPHY

### THE SEVEN LOVES

Our clothing design philosophy is based on a love affair with the brilliance of our world. There's a lot out there to wonder and explore, but we have seven really important 'loves'.

We see the Scotch & Soda 'loves' as the foundation upon which we create. We never get enough of them, and as a lover of the brand you will start to sense and enjoy that each and every garment draws on one or more of them.



The Cultures

The Classics

The Great Minds

Craftsmanship

Vintage

Treasure Hunting

Graphic Design

PRODUCT ARCHITECTURE



SCOTCH & SODA

AMSTERDAM COUTURE

MEN - WOMEN - BOYS - GIRLS



SCOTCH & SODA

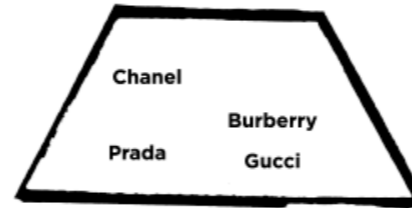
AMSTERDAMS BLAUW

MEN - WOMEN - BOYS - GIRLS

SCOTCH & SODA

## Brand Positioning

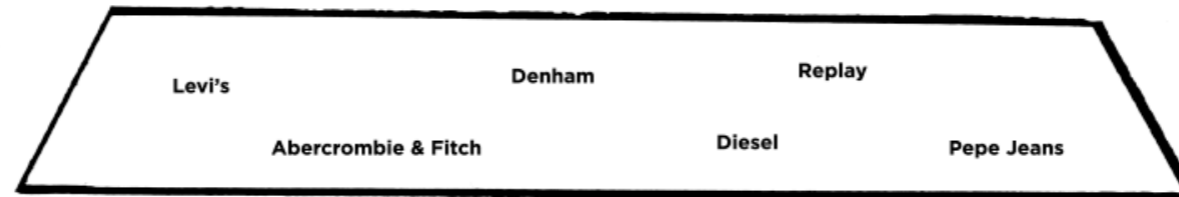
### Luxury



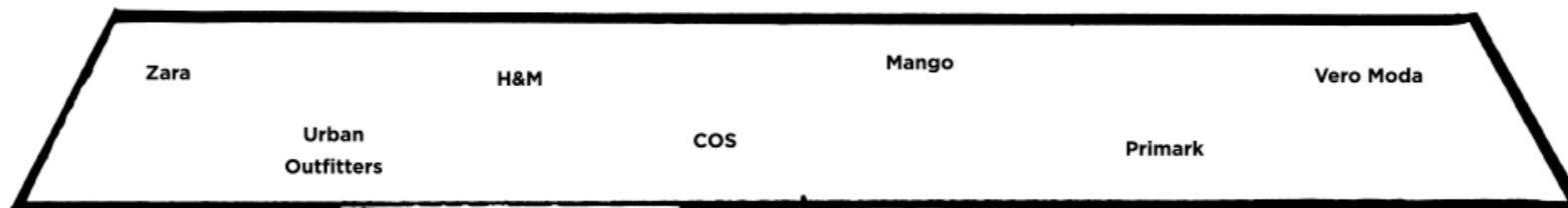
### Affordable luxury



### High Street Premium



### Fast Fashion



## THE CUSTOMER

Beyond age, our collections are made for a certain state of mind...

Equal parts style and substance, our growing fan base are:

- Worldly and adventurous souls with a natural confidence in who they are
- Looking for the thrill of discovering something unexpected
- Urban dwellers who love to travel
- Creative and independent (in their work and lifestyle)
- Connected at home and on the go (tech-enabled, not tech-fixated)



SS18 Campaign Imagery



DISTRIBUTION



*Scotch & Soda Retail Store,  
Amsterdam*

SCOTCH & SODA

## Distribution



210+ Brand Stores  
8000+ Points of Sale Worldwide

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## 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

## STORES

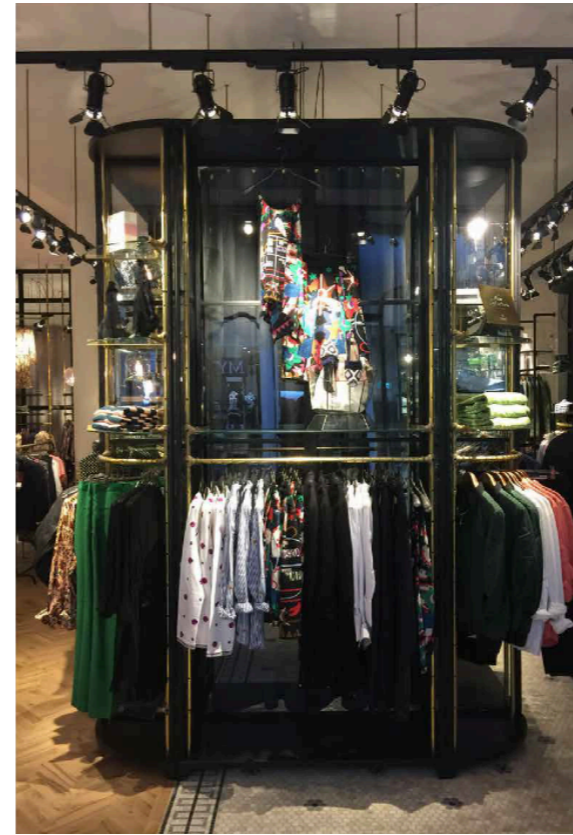
Scotch & Soda stores all breathe the same spirit, creativity and craftsmanship we pour into our collections. You will recognise our style if you bump into us on your travels. Just like when we stumble upon finds for our collection, when we set up a new home, we like to get to know the local neighbourhood 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 7000 independent doors, including branded shop-in-shops, in the best department stores the world over. And of course in our global web-store.



Scotch & Soda Retail Store,  
Amsterdam

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*Scotch & Soda Retail Store Examples Across Amsterdam*

DISTRIBUTION

WHOLESALE  
DISTRIBUTION



*Typical Scotch & Soda Retail Store Signage,  
Amsterdam*

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Scotch & Soda Retail Store Imagery,  
Munich

## MARKETING

### SS19 - WELCOME TO RAFFIA TOWN

A hotel burrowed in the hills above summer-blue seas. Air tinted with 70s-nostalgia. Market stalls spilling raffia-beauty; criss-cross weaves and earthy tones transforming every view.

Welcome to the first rays of Spring-Summer '19





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PRESENTS

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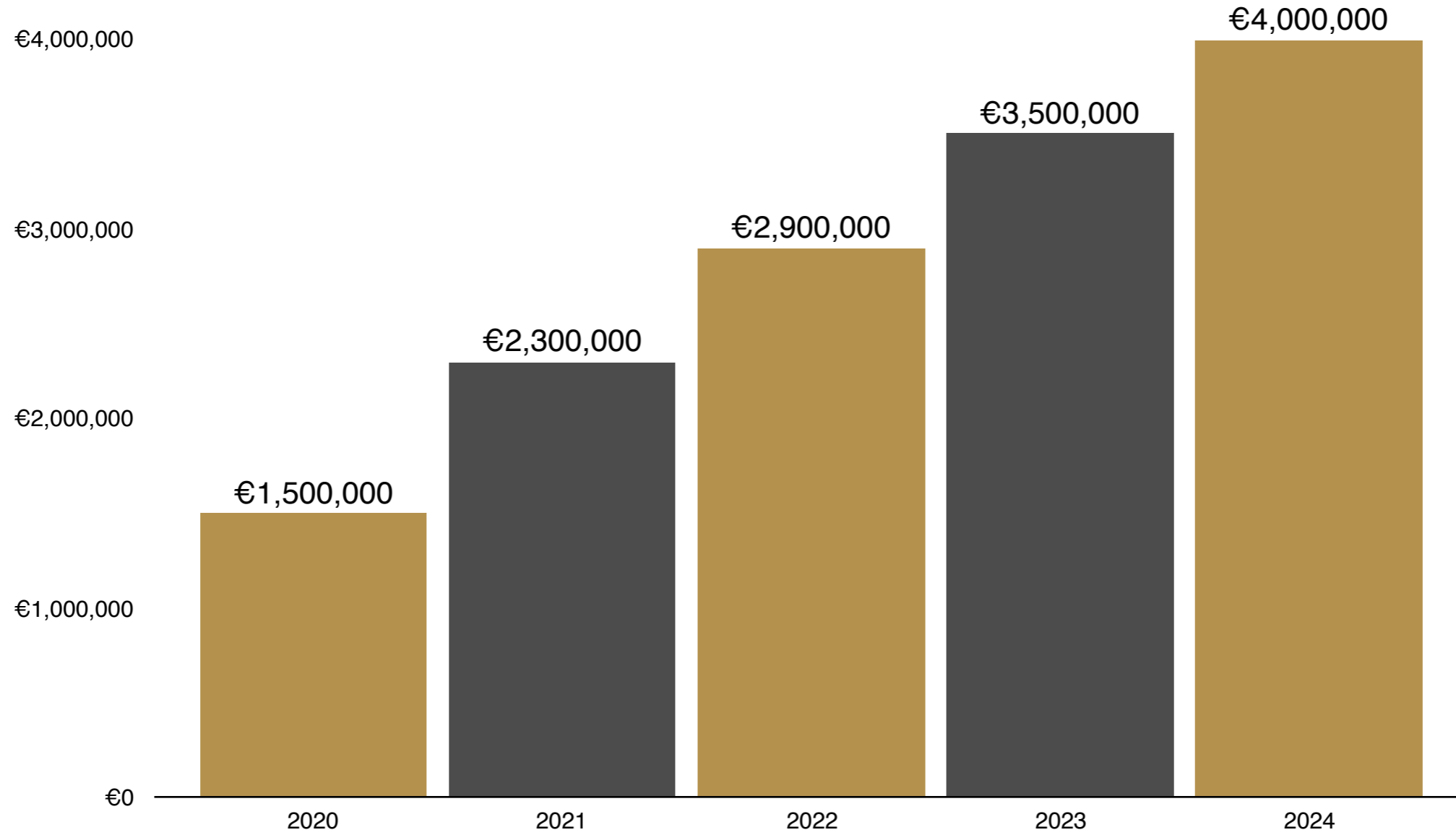
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# EYEWEAR



## Eyewear Sales Growth Plan



## Product Architecture

€€  
€'s



PR/PINNACLE

*Predominantly developed for brand, PR/Marketing and Independent customers with higher level adjacencies*



ASPIRATIONAL

*Predominantly developed for independent customers*



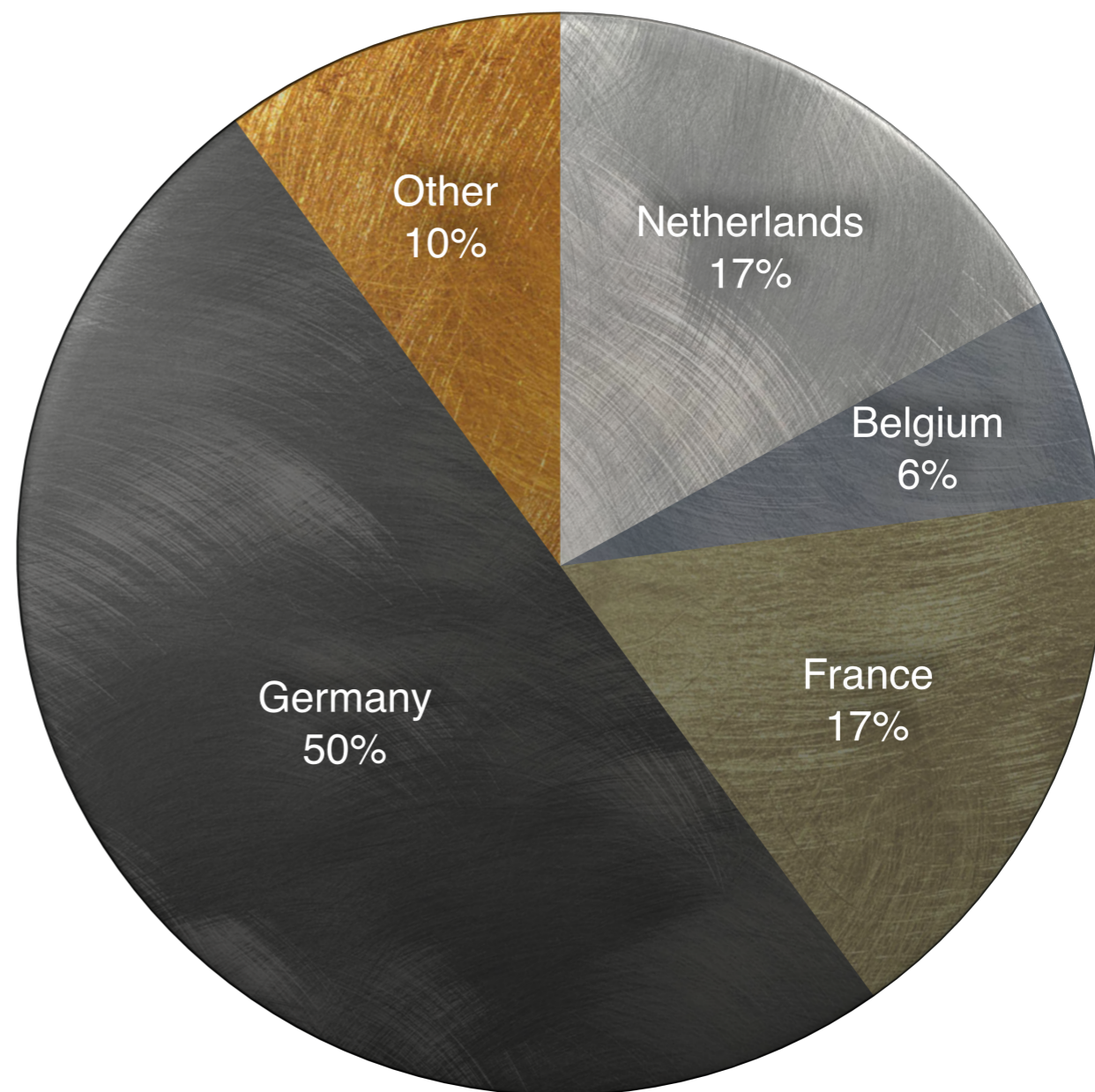
ESSENTIALS

*Predominantly developed for chain customers*

€

## COMMERCIAL STRATEGY

All key markets have healthy independent markets offering us the potential to establish a presence in both chains and independent doors.



EYEWEAR

COLLECTION SIZE

Optical

Men

Women

ESSENTIALS

20

28

ASPIRATIONAL

8

15

PINNACLE

4

5

Sun\*

Men

Women

ESSENTIALS

20

28

ASPIRATIONAL

8

15

PINNACLE

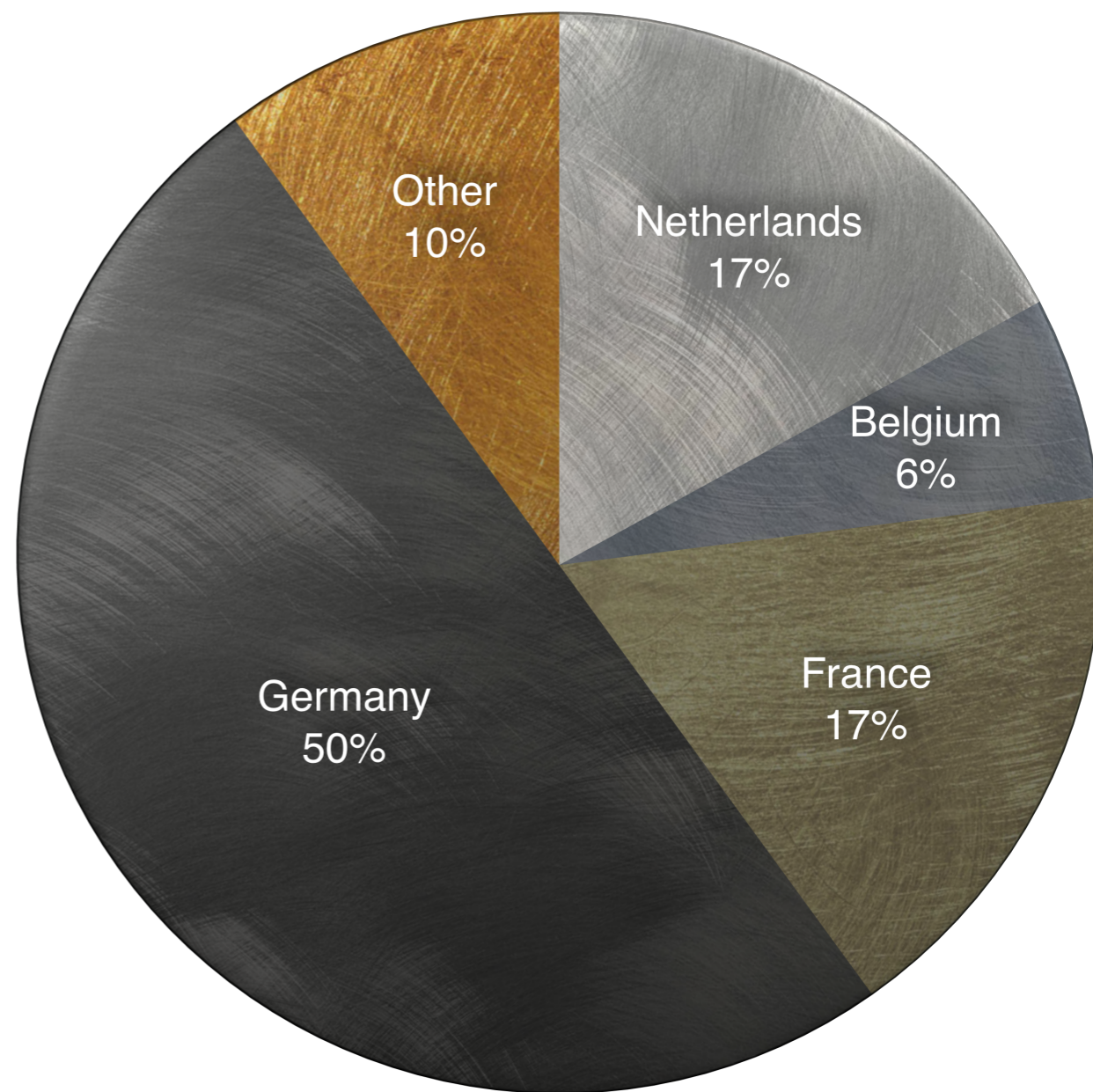
4

5

*\*This is larger than the anticipated ongoing size of the collection but is necessary to establish sales trends/appetites with customers and brand. Quantities should be smaller than optical to reflect the expected sales mix.*

## COMMERCIAL STRATEGY

All key markets have healthy independent markets offering us the potential to establish a presence in both chains and independent doors.





EYEWEAR

TARGET PRICING

Optical

SRP

W/S

ESSENTIALS

€160

€59

ASPIRATIONAL

€175

€65

PINNACLE

€190

€69

Sun

SRP

W/S

ESSENTIALS

€140

€45

ASPIRATIONAL

€150

€50

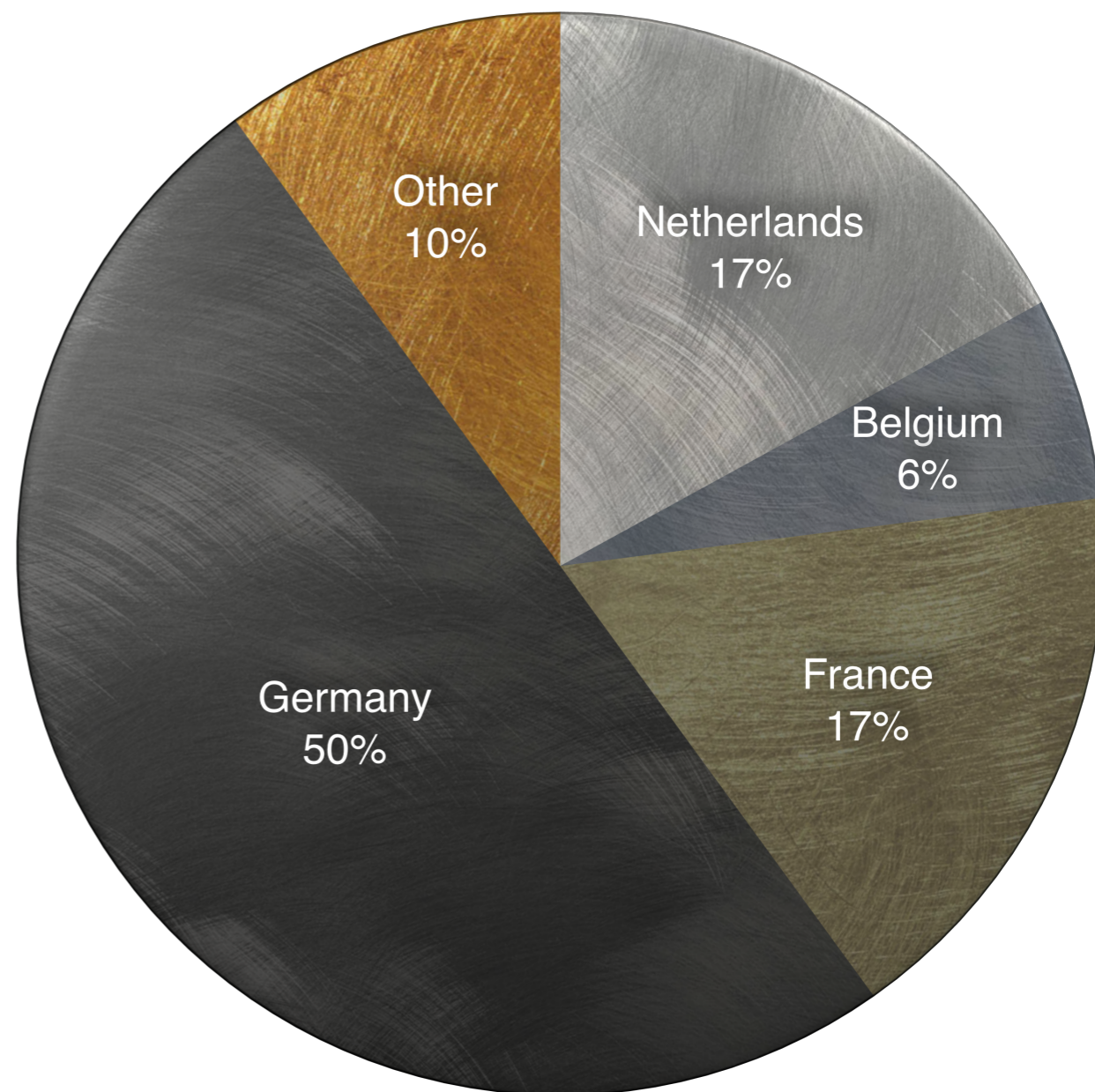
PINNACLE

€165

€55

## COMMERCIAL STRATEGY

All key markets have healthy independent markets offering us the potential to establish a presence in both chains and independent doors.



COLLECTION INSPIRATION



Example of a Mood-board used at the Eyewear Design Approval  
Scotch & Soda Design Studio, Amsterdam

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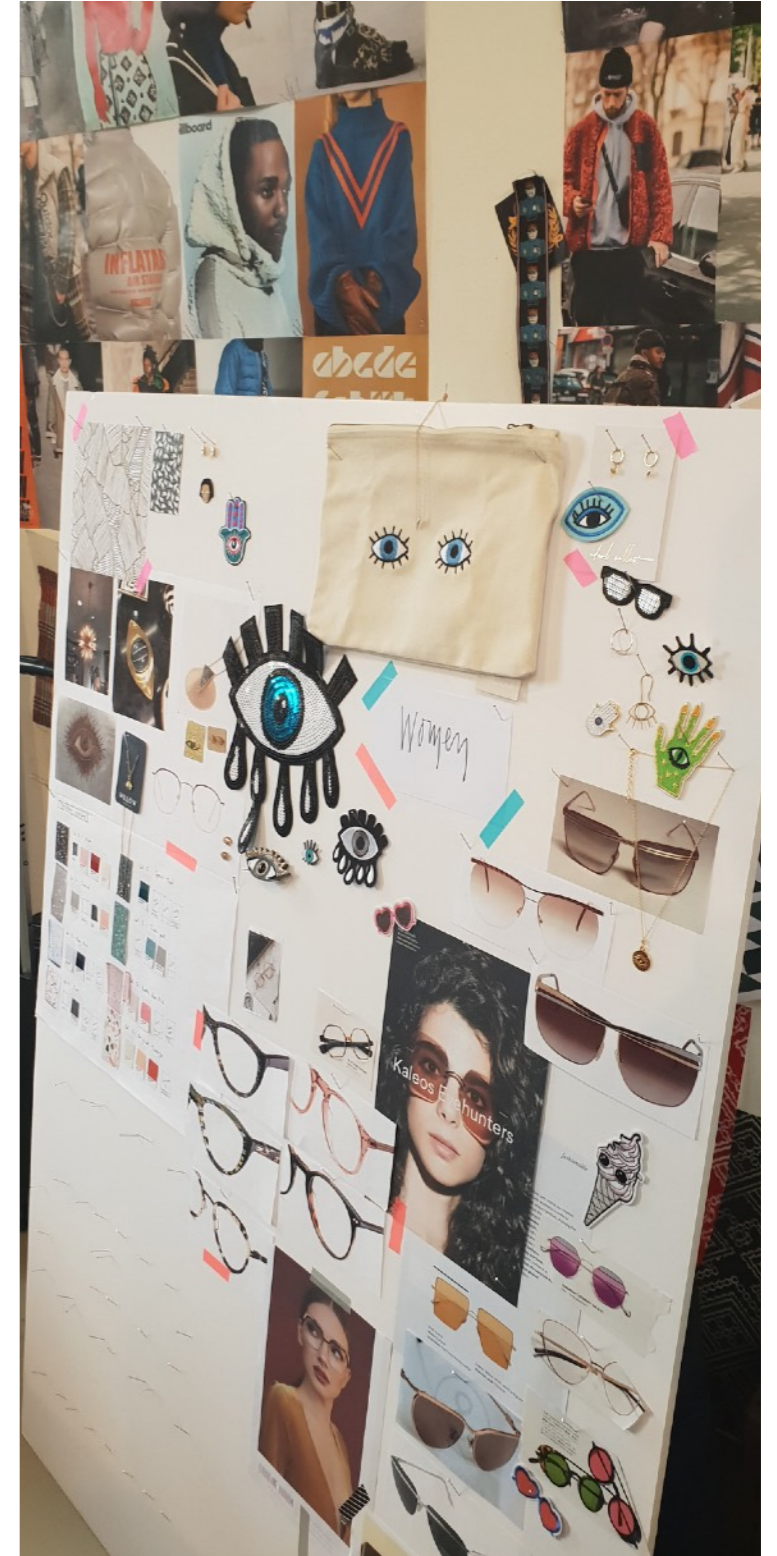
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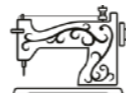
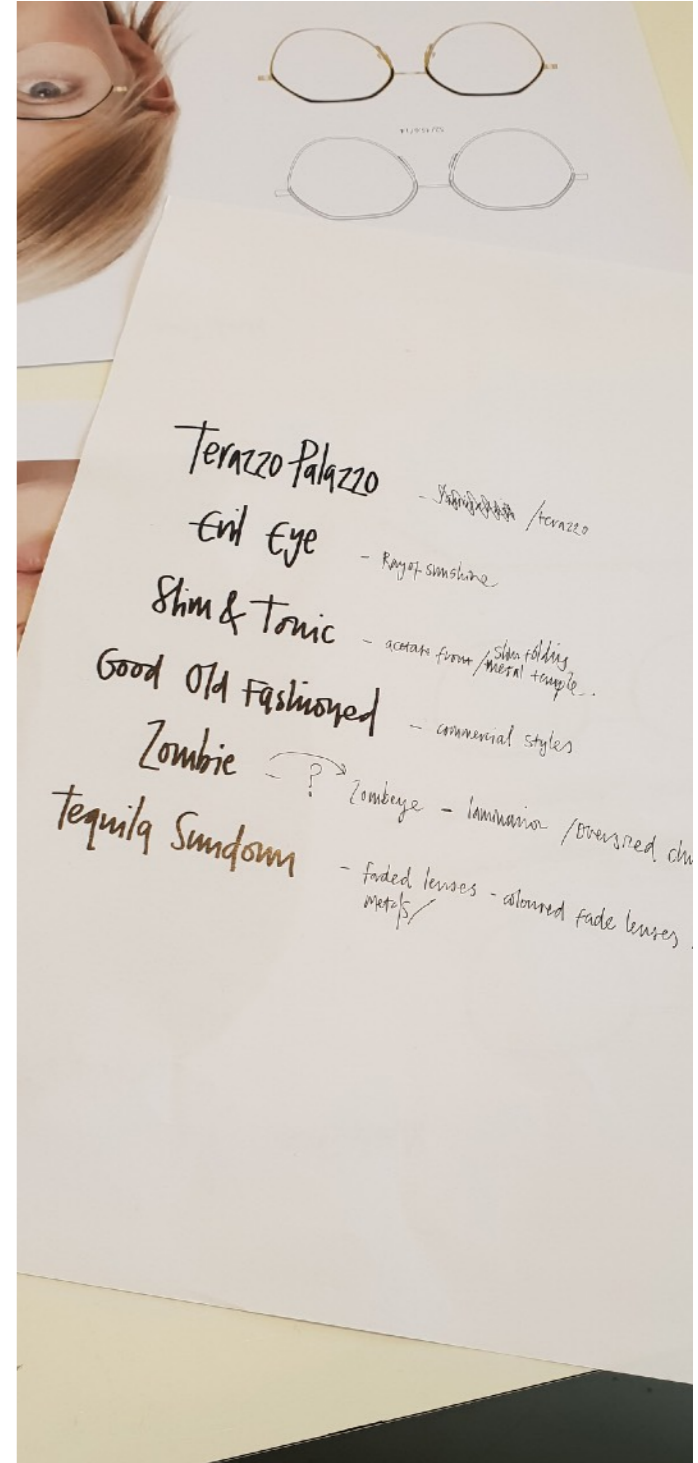


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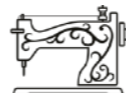




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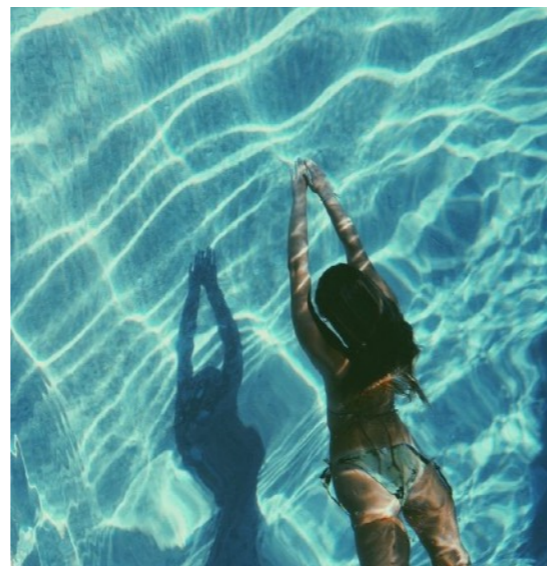
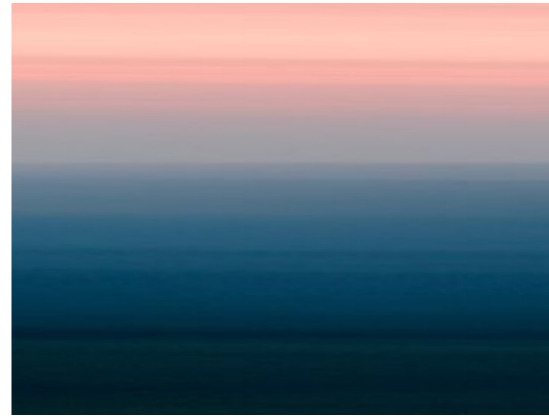


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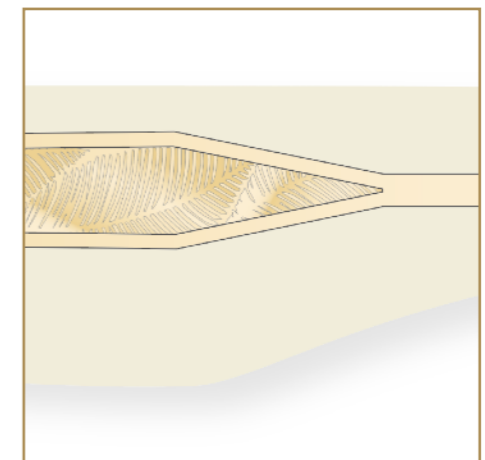
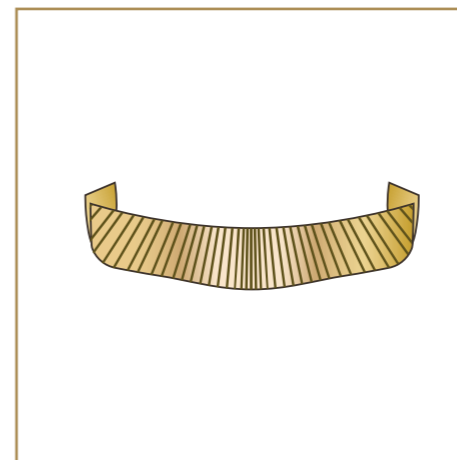
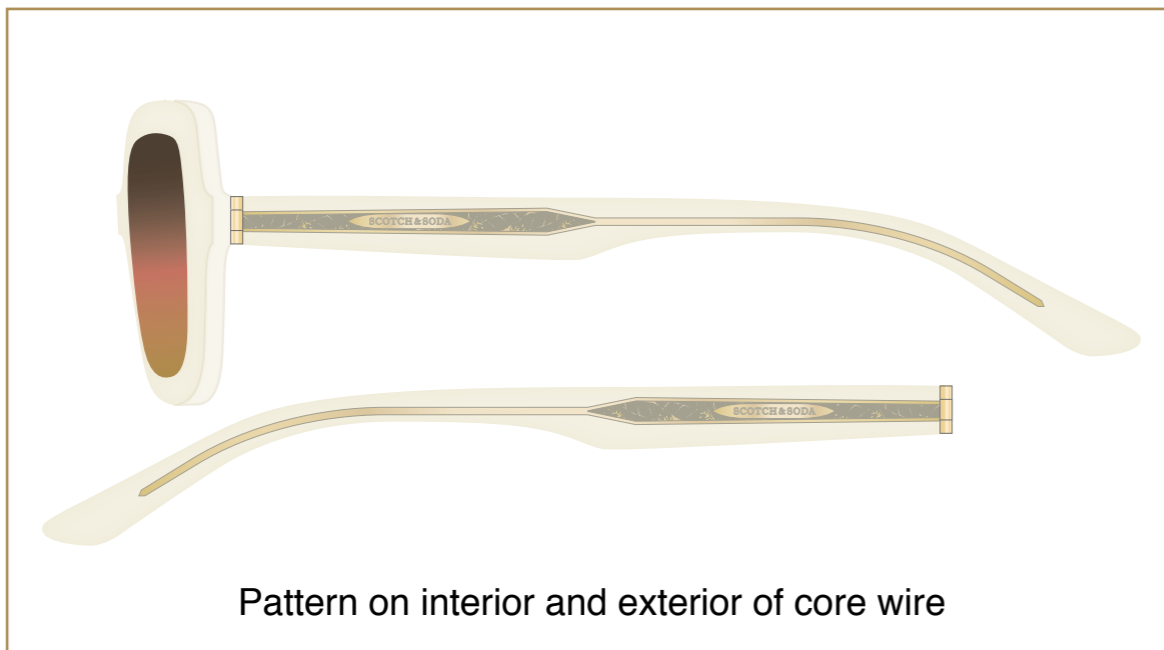
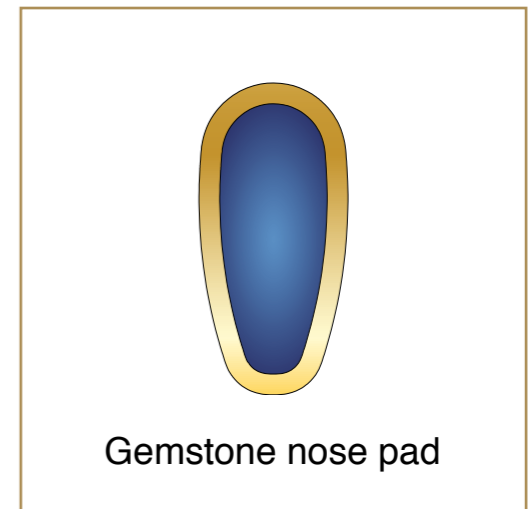
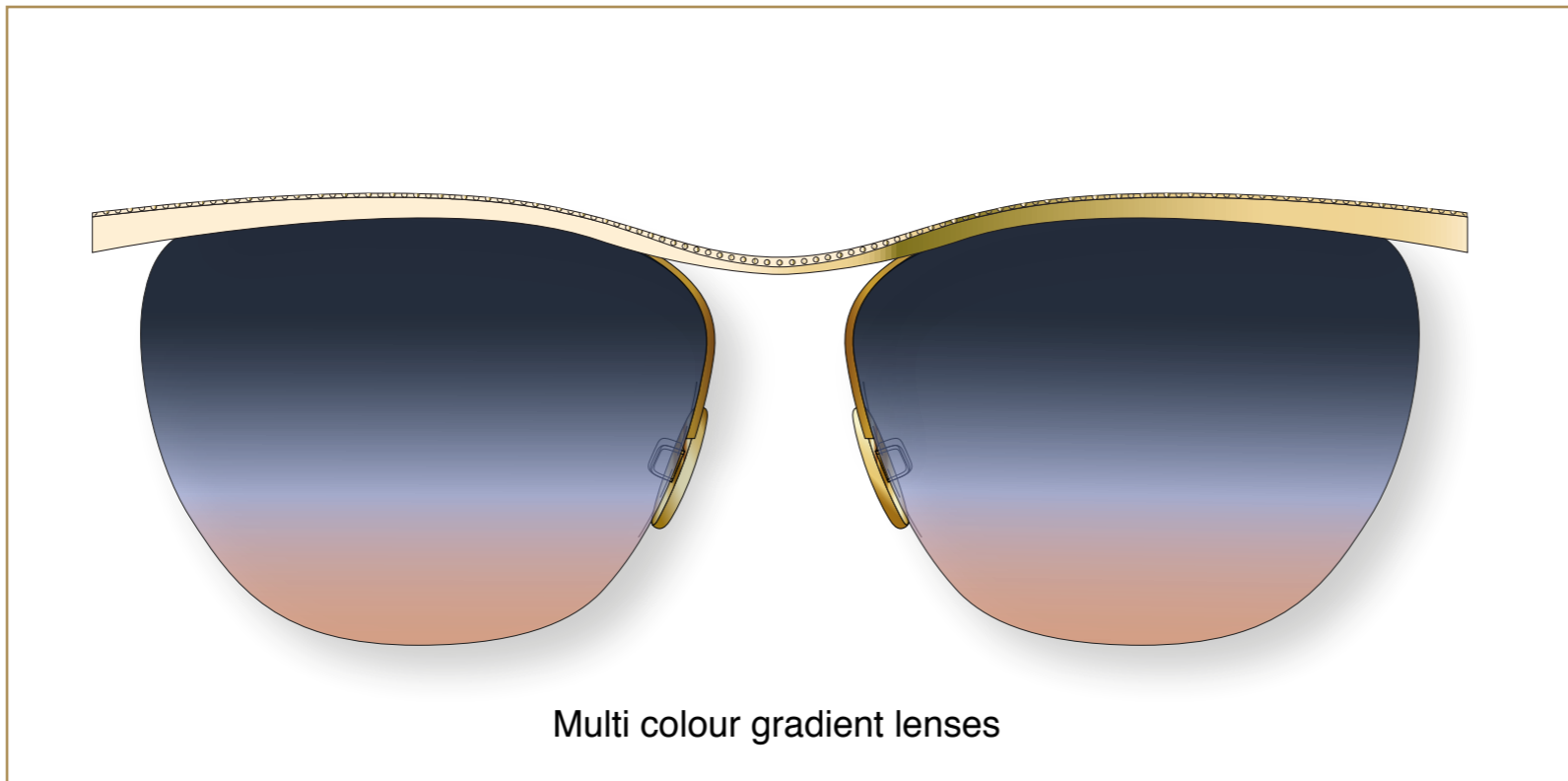


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# Tequila Sundown



# TEQUILA SUNDOWN



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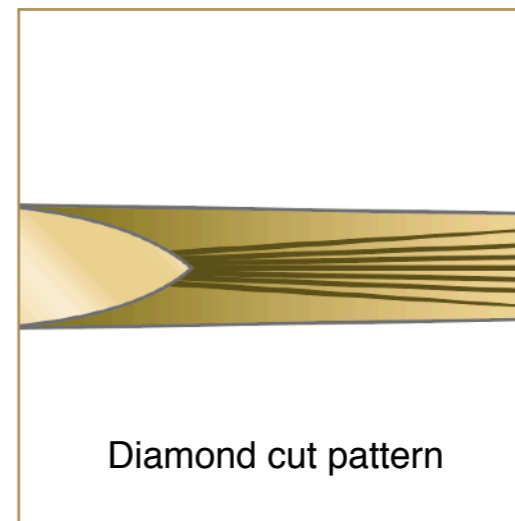
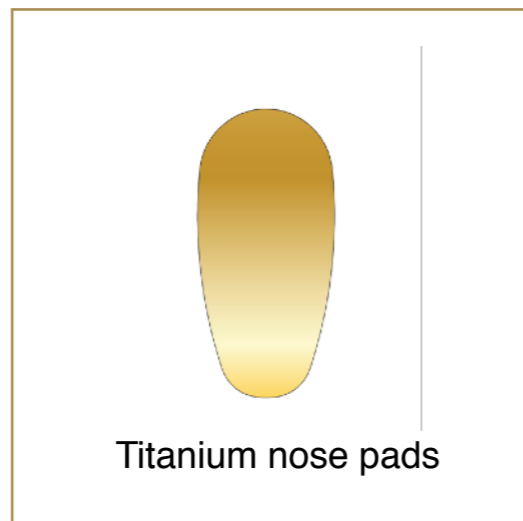
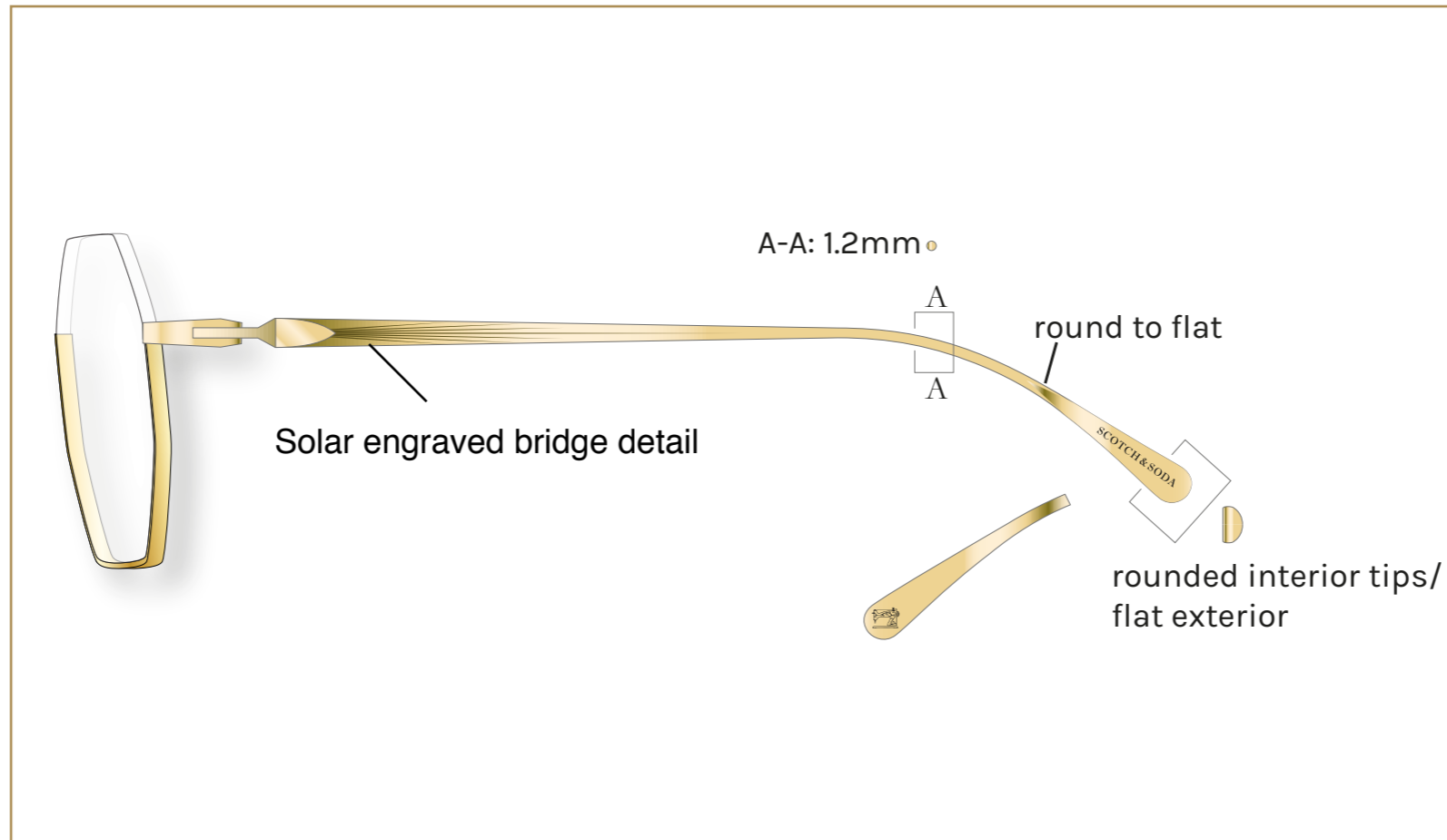


Evil Eye



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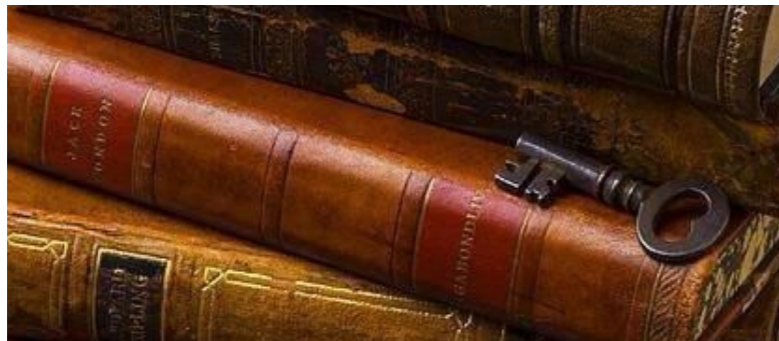
EVIL EYE



SCOTCH & SODA

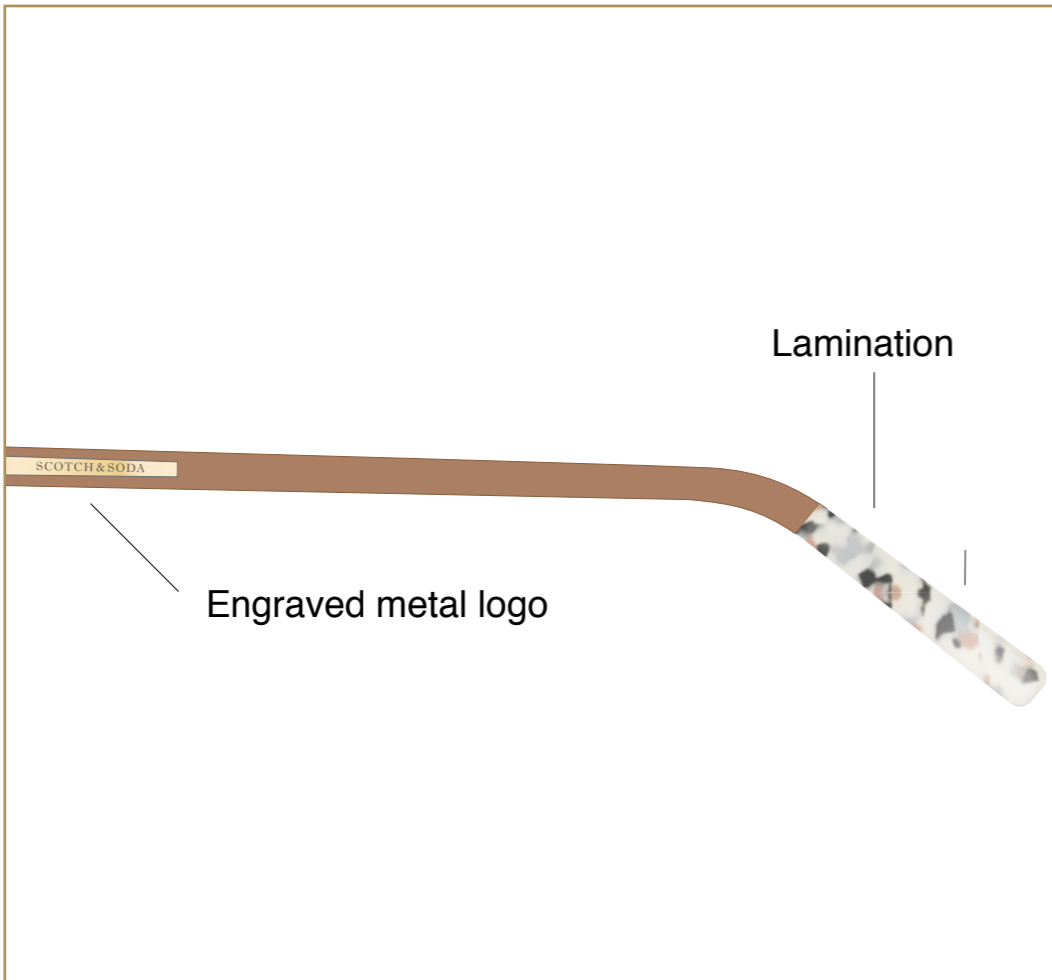


Good Old Fashioned



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GOOD OLD FASHIONED





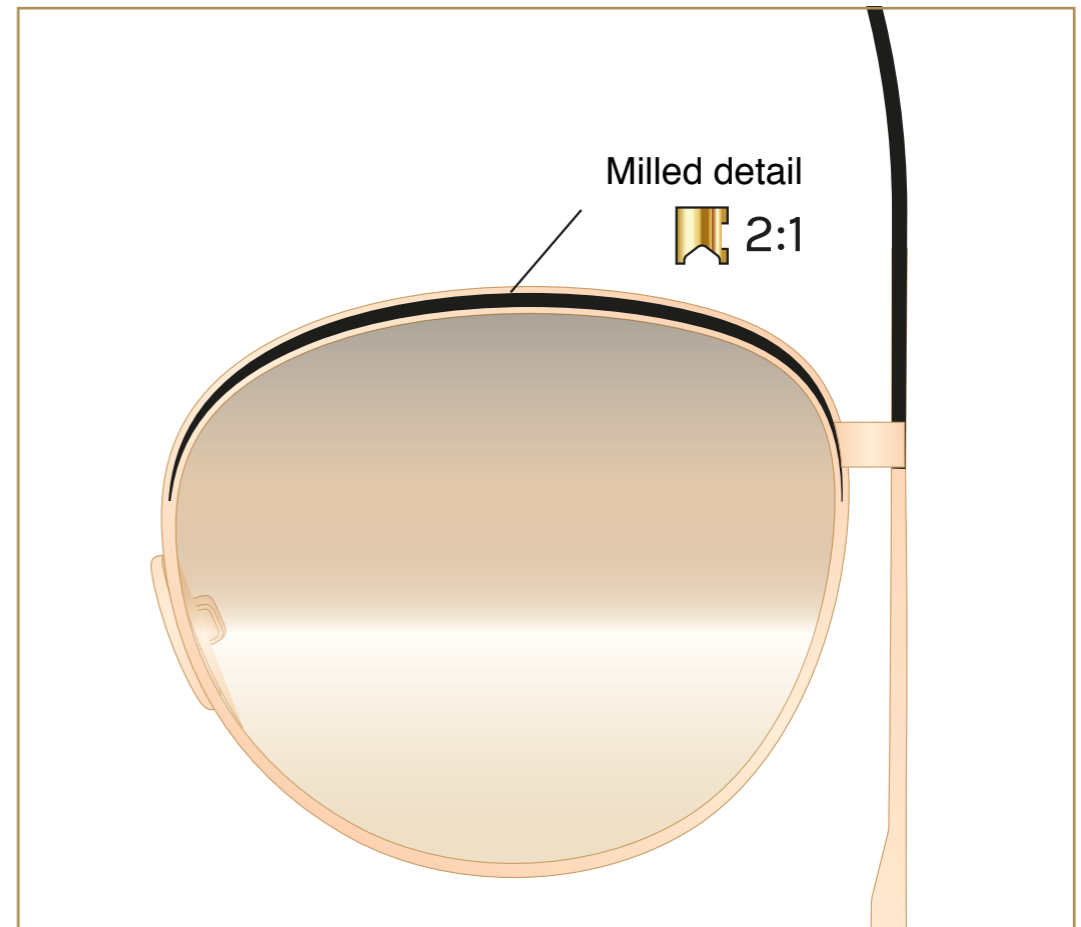
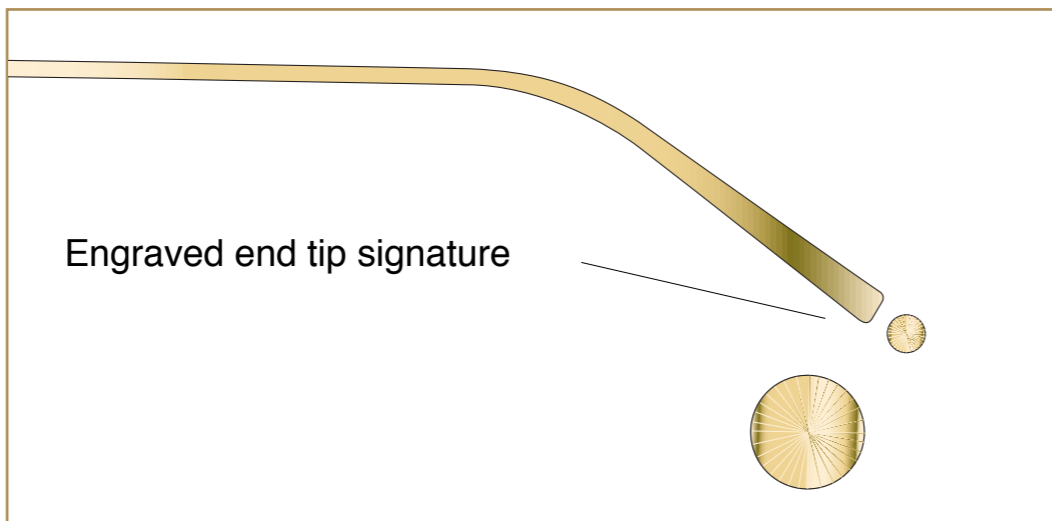
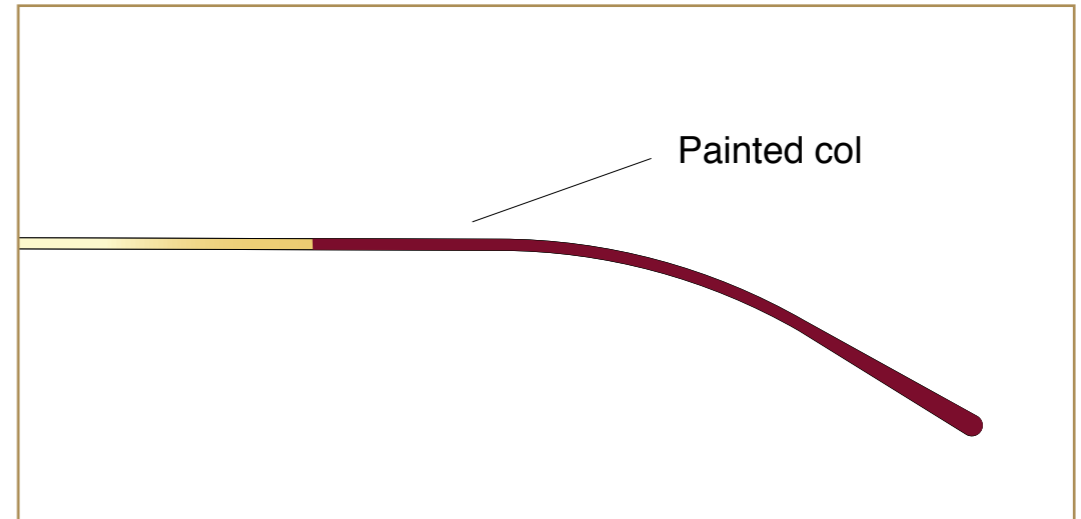
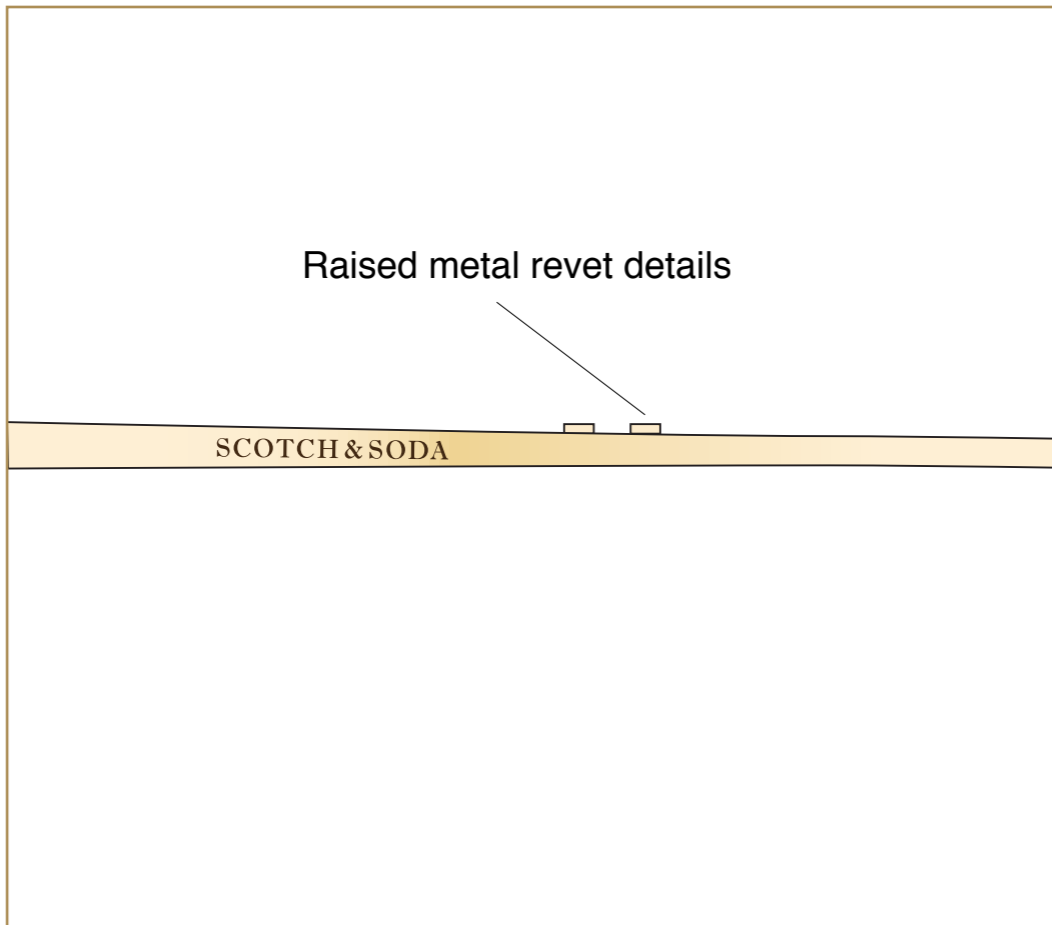
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*Slim & Tonic*



# SLIM & TONIC



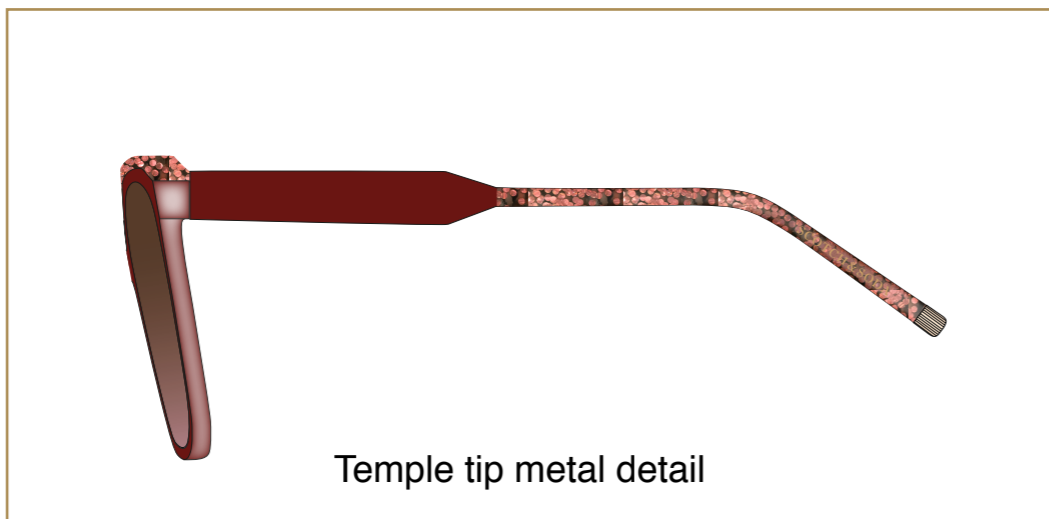
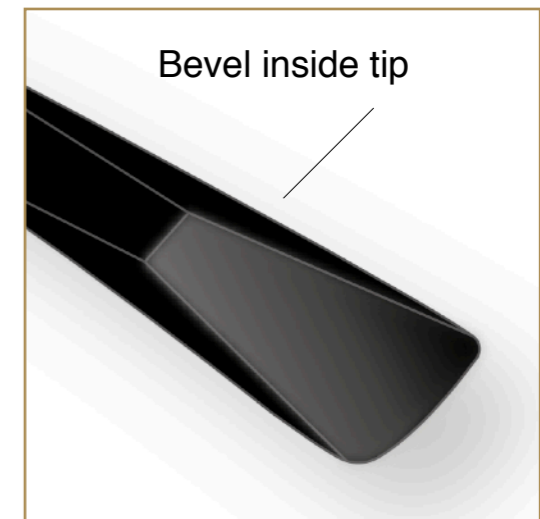
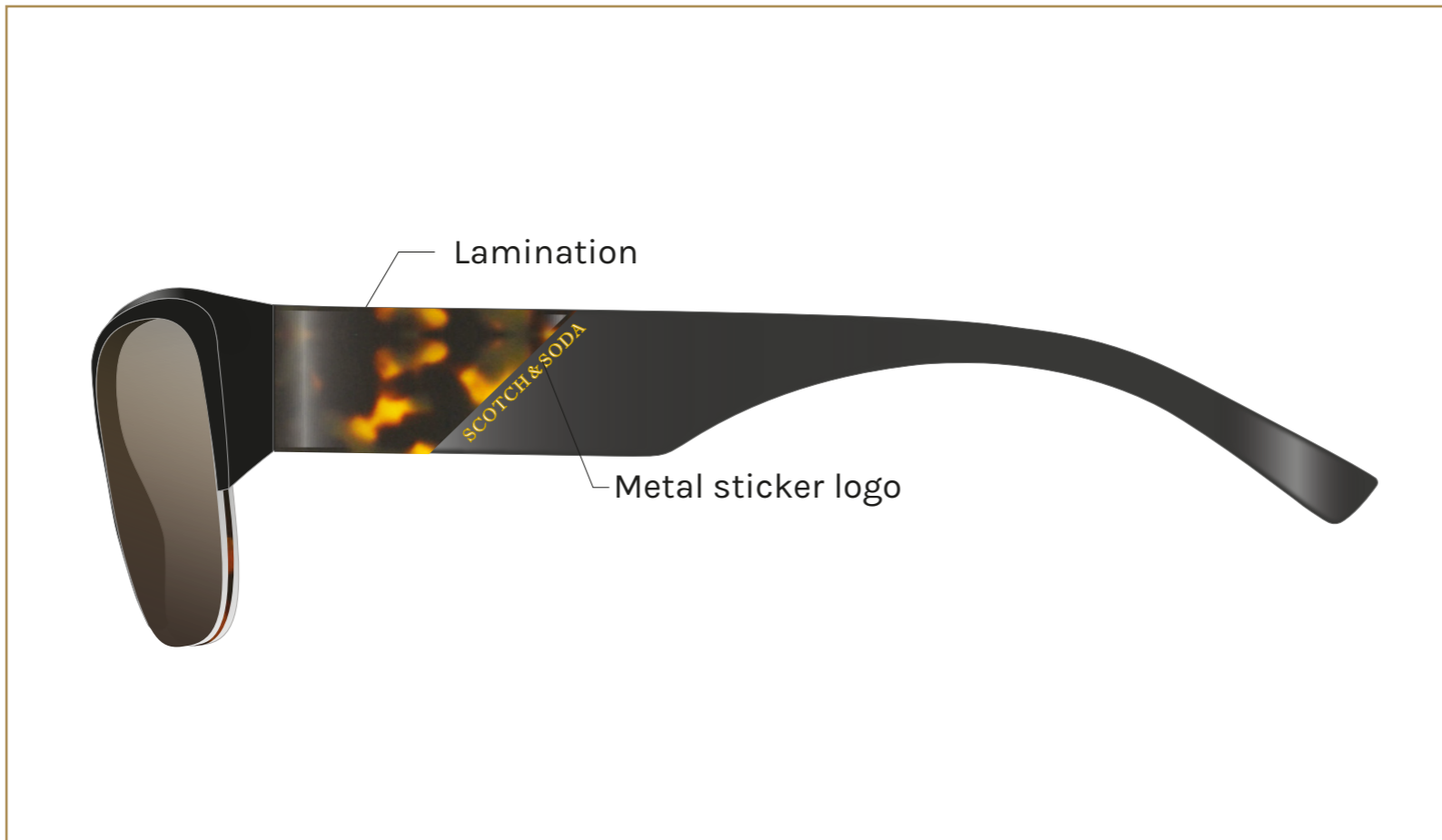
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Terrazzo Palazzo



# TERAZZO PALAZZO



## NEXT STEPS

## COLLECTION

- May – Samples arrive
- May – Approvals and buying meetings
- June – Sun launch - Barcelona workshop
- June – Aug - Optical previews for key customers
- Sept – Silmo Optical Launch
- Nov – Stock Production arrives



Scotch & Soda Retail Store,  
Amsterdam

SCOTCH & SODA

*From Amsterdam*  *From Everywhere*

**SCOTCH & SODA**  
AMSTERDAM COUTURE

