

Press Release – Sylt, 24 January 2017

04651/

04651/ PRESENTS NEW F/W 2017/18 COLLECTION IN MILAN, NEW YORK AND MUNICH

CLASSIC CASUAL WEAR WITH A ZEITGEIST: 04651/ IS A LIFESTYLE SPORTSWEAR LABEL REPRESENTING THE FINEST QUALITY, CLOSENESS TO NATURE AND A TOUCH OF LUXURY.



Pure and modern – 04651/ represents a subdued look that will last beyond the seasonal speed of fashion.

The upcoming fall/winter season 04651/ is all about materials and textures. On the whole, the collection remains coherent, well-balanced and free of abundance. A collection of essentials belonging in every man's wardrobe and, above all, in his travel bag. CEO Lars Braun is intending to cater for the needs of the retail industry even more in the future: 'Buy now, wear now – this old saying is having a comeback, and we would like to deliver seasonally suitable product groups, if desired.' Even though the label is young,

04651/draws upon the essential classics that it excels with.

The biggest and most inspiring topic in the upcoming season is jersey – an old favourite that continues to strive to the top and will have its big breakthrough in the coming fall/winter season.

Pure comfort and simplicity – jersey appears less constructed, more fluid and lighter. The look is laid-back, relaxed and uncompromisingly luxurious. The fits remain slim but are never restricting. Jersey jogger pants come with a discreet, barely visible check pattern. Smart jersey trousers are more constructed at the top and thus appear dressy, but they will never lose their comfort. When it comes to knitwear, mock collars flatter the neck and sustain the windy conditions by the sea. Outdoor knitwear sometimes does without bands and seems more sturdy – for this, 04651/ counts on wool and cashmere blends.

Boiled wool is also found in smart-casual jackets and outerwear area. This material, usually known from womenswear, finished in a robust and masculine way. Boiled wool is complemented with light and heavy sweat garments that appear easy-going and unconstructed. Especially outdoor garments exhibit a whole different feel than you would expect. Pea coats, blousons and active gilets – it's in the (maritime) mix. This season, however, it is less about the island of Sylt itself but much more about a travel and coastal collection, inspired by the heritage of Sylt. Finishes and fabrics like Storm System, soft shell and Pima Loft as well as an extremely soft padding with the same warming properties as goose down complement the collection with outstanding performance. Active wear is all about layers, such as a very special gilet for a more refined look. Being extremely light and reversible, it fits underneath your coat and thus keeps you warm and comfortable.

Finest cashmere from Biella, the capital of cashmere knitting in the north of Italy, shows a rich touch, a great deal of luxury and up to a 10-ply finish. Sandy shades, grey, greige and icy beige, just as fine and deep as the sandy beaches of Sylt, are all accurately defined and yet gentle. The palette is subtly curated and features icy shades that swallow you in their depth. The clear grey with a proportion of beige, for example, appears like shown through a filter. The Nordic colour palette showcases such refinement that the cashmere itself seems special and variety is just created by using different yarn counts – not only affecting the touch, but also the look.

The collection is complemented with various sneaker styles, boots, belts and several scarves, as well as one five-day bag and one three-day bag for your bigger and smaller getaways from your routine.

DOWNLOAD IMAGES HERE: [HTTPS://GOO.GL/31JDVH](https://goo.gl/31JDVH)

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COLLECTION & SHOWROOMS

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SHOWROOMS

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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 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.