

Press Release – Sylt, 19 July 2016

04651/

04651/ PRESENTS AUTUMN/WINTER 2016/17 LOOKBOOK AND NEW WEBSITE

THE BRAND, NAMED AFTER THE AREA CODE OF THE ISLAND OF SYLT, OFFERS THE PERFECT COASTAL COLLECTION FOR A TRIP TO THE SEA. FOR THE AUTUMN/WINTER 2016/17 SEASON, 04651/ NOW PRESENTS THE NEW LOOKBOOK THAT WAS MADE ENTIRELY ON THE ISLAND. AT THE SAME TIME, THEIR NEW WEBSITE WWW.04651-SYLT.DE WAS LAUNCHED.



Sylt – 19 July 2016. The exclusive line 04651/ represents 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 in the North Sea.

„A trip in a bag“ is the idea behind the collection. ‘It’s perfect for little getaways from the everyday, without thinking too much about what to pack,’ comments brand manager Matthias Garske. ‘The collection has everything you need for a weekend by the sea.’

The new lookbook was made entirely on Sylt. Not only the Sylt hotel ‚Severin*s Resort & Spa‘ in Keitum served as a backdrop, but also the beautiful dunes and the ‘Strandmuschel’, located right at the beach in Rantum. Photographed by Sacha Tassilo Höchstetter, the lookbook conveys the particular connection to one’s roots, the love of the sea and that touch of luxury represented by 04651/. It is a fierce commitment to the Sylt heritage, not bold, but much rather a quiet kind of luxury: 04651/ is about the pureness beneath the polished surface and a new kind of luxury that is quiet and subdued, close to nature and telling its very own tale.

At the same time, 04651/ presents its new website www.04651-sylt.de. The redesign of the site, the new look & feel and the individual visual language were devised and implemented entirely in-house. Apart from new features and a clean, user-friendly appearance, the focus is on responsive web design. Retailers as well as customers and journalists will find all relevant information about 04651/ in the areas Brand, Collections, Heritage, Press/Media and Showroom/Contact.

DOWNLOAD THE LOOKBOOK: [HTTPS://GOO.GL/G10W82](https://goo.gl/G10W82)

GO TO WEBSITE: WWW.04651-SYLT.DE

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.

FOR MORE INFORMATION, PRINTABLE IMAGES AND PRODUCT CUT-OUTS AS WELL AS INTERVIEW REQUESTS,
PLEASE GET IN TOUCH WITH

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