

Press Release – Sylt, December 19, 2017

04651/

04651/ PRESENTS NEW F/W 2018/19 COLLECTION IN BERLIN, NEW YORK AND MUNICH

A TRIP IN A BAG – IN THE UPCOMING SEASON, 04651/ REFERS BACK TO ITS ROOTS AND OFFERS A TRAVEL COLLECTION THAT IS EASIER TO PACK THAN EVER.



A TRIP IN A BAG – it is the core idea of 04651/ that bears a particular influence upon the coming fall/winter season 2018/19. ‘Packing for a spontaneous weekend trip will be even easier with our new collection. Laid-back casual styles can be packed up without much thinking but will still make for a perfect look, that was the original idea behind 04651/ and the main inspiration for this season,’ CEO Lars Braun comments.

The fundamental material is jersey, which received an upgrade and is now called ‘soft jersey’. Its extremely fine knit reminds of noble merino wool. Knit and loden garments do not crease and are thus perfectly suitable for quickly throwing them in your carryall. Boiled wool and winter sweat set subtle highlights, just like the Norwegian jumper made of seven-yarn cashmere that comes in the shades of navy, greige and urban green, thus enriching the Nordic colour palette. Remarkable additions are the ‘Inuit jumper’, a sweater that looks like shearling, and the new ‘Crazy Sweat’ fabric, which derives its name from its unique feel. We are excited to see an classic 04651/ favourite return this season: The bad-weather jacket is having a comeback in ‘Techno Scuba’, which makes it light, modern and resistant to weather. With their cashmere knitwear, 04651/ shows off its skills with an exceptional choice of

colours and cuts. Silhouettes are becoming a little more relaxed this season and less close to the body. A matching partner for the new nonchalance are the 'Classy Joggpants', available in numerous styles and fabrics.

'We designed the new collection to be even more comprehensible for our retailers and customers, which is why we focused on the 04651/ core competence,' says Brand Manager Matthias Garske. Luxurious materials, classic designs and a strong competence in cashmere: For the fall/winter 2018/19, 04651/ offers a travel collection that can be packed up in your three-day or five-day bag more easily than ever.

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

FOR MORE INFORMATION, PRINTABLE IMAGES AND PRODUCT CUT-OUTS, PLEASE GET IN TOUCH WITH US:

PRESS CONTACT

JAMINA BEHRENS

04651/

G. +49 4651.8044980

F. +49 4651.8044989

E. JB@04651-SYLG.DE

[HTTP://WWW.04651-SYLG.DE/](http://WWW.04651-SYLG.DE/)

COLLECTION & SHOWROOMS

MATTHIAS GARSKE

04651/

G. +49 4651.8044980

F. +49 4651.8044989

E. MG@04651-SYLG.DE

[HTTP://WWW.04651-SYLG.DE/](http://WWW.04651-SYLG.DE/)

SHOWROOMS

HAMBURG | MÜNCHEN | NEW YORK

PREMIUM BERLIN | HALLE H3 – C02

PITTI UOMO | PAVILLION ARENA STROZZI –

(AREA LIBERA) STAND 5

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.