

# 04651/ A TRIP IN A BAG

NEW SPRING / SUMMER COLLECTION 2021: 04651/ - A TRIP IN A BAG

FINEST QUALITY, STRONG TIES TO NATURE AND A TOUCH OF LUXURY: 04651/ SHOWS OFF NEW COLOURS, RELAXED FITS AND A NEW OYSTER CAPSULE COLLECTION.



04651/ is a perfect holiday wardrobe that brings you all the essentials for a weekend trip to the sea or to the mountains. Understatement and timeless designs – all styles are exclusively manufactured in Portugal and Italy.

“Compared to the past seasons, the spring/summer collection 2021 is more casual than ever. It’s much cooler and conveys a strong summer feeling“, Matthias Garske, CCO of 04651/, said. New shades like Berry, Olive, Camel und Charcoal are complemented by the classic Nordic colour palette.

Sustainable from day one – all 04651/ collections have been based on contemporary, top quality essentials. The unspoiled nature of the island of Sylt is the main source of inspiration for the North German label, which is now available at more than 80 retailers and hotels across Europe, the US and Canada.

The famous wicker beach chair of Sylt, a subtle detail on swim shorts and shirts, is now accompanied by an additional symbol originated from the seas: An embroidered image of Neptun, the Roman god of water and the ocean, that Matthias Garske discovered on a typical Frisian tile and then reinterpreted it.

The whole collection's appeal is less dressy in the upcoming summer, and even more laid-back than in past seasons. The main focus is on sustainable fabrics, luxurious processing and a unique look: recycled linen, terry, summer-cashmere, seersucker and very fine jersey – for cool days at the beach 04651/ created a water resistant Teflon outdoor-blouson that is made of a particularly soft and heat-insulating mix of cashmere, bamboo and wool. The brand also extended the “Breeze Breaker”, an ultralight windbreaker with a cashmere touch.

#### DIE OYSTER CAPSULE

Luxury in every detail: Inspired by the Sylt oyster, The Oyster Capsule refers to nature in its most original form. Sanded by the seabed of the rough North Sea, the distinctiveness of the Sylt Oyster is not visible for everyone at once, but surely noticeable for connoisseurs – a whispering luxury, subtle yet self-evident. The collection comprises just one key piece in every product group – all of them are carefully selected and luxurious down to the smallest detail.

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

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#### SHOWROOMS

HAMBURG | MÜNCHEN | NEW YORK

## 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.