

Press Release – Sylt, 20 April 2016

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04651/ PRESENTS SPRING/SUMMER LOOK BOOK

THE BRAND, NAMED AFTER THE ISLAND OF SYLT'S AREA CODE, OFFERS THE PERFECT COASTAL LOOK FOR A MINI BREAK BY THE SEA. FOR THE FIRST TIME, 04651/ PRESENTS A SPRING/SUMMER LOOK BOOK, WHICH WAS ENTIRELY PRODUCED ON THE ISLAND IN THE NORTH SEA.



Sylt – 20 April 2016. The exclusive line 04651/ is all about finest luxury goods, Nordic casual chic and simple elegance. Named after the island's area code, the brand offers the perfect outfit for a relaxed evening at the beach bar, an afternoon at the café or for strolling along the promenade – quality casual looks that carry that maritime feeling into the big city.

The new spring/summer look book was entirely produced on location. Not only Severin's Resort & Spa of Keitum served as a backdrop, but also the beautiful dunes in Rantum. Photographer Sascha Höchstetter created pictures that convey the effortless chic and that down-to-earth lightness 04651/ is famous for. High-quality materials such as cashmere, linen and cotton guarantee for real comfort and are suitable for all occasions, whether you go for a walk in the dunes or spend an evening at the beach bar.

A trip in a bag, the island vibe to take away – that's the idea behind 04651/. "Sylt has a very unique attitude and style – an opinion that's shared by everybody who's been here

before. And that's exactly what we want our collection to convey", brand manager Matthias Garske comments. "It's casual chic that is restrained and elegant at the same time, where comfort and quality always come first", he continues.

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

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