

**04651/**

A TRIP IN A BAG

**LET THE GAMES BEGIN:  
04651/ A TRIP IN A BAG PRESENTS AN EXCLUSIVE CAPSULE COLLECTION  
THAT EFFORTLESSLY MERGES SPORT AND STYLE**



Sometimes a journey doesn't start at the airport but in the wardrobe – or more precisely, in a weekender. **04651/ A TRIP IN A BAG** stands for carefully curated styles that effortlessly fit into any travel bag. The perfect foundation for creating versatile looks from just a few pieces. Whether for a city getaway, a private dinner, or a weekend in nature: a capsule of high-quality essentials guarantees confident looks for any occasion, easily recombined throughout the day. A well-curated weekender holds everything needed for effortless style. Nothing more is required when every item fits perfectly.

January 7, 2026 Hamburg / Milan – Every four years, a rare opportunity presents itself. With the 2026 Winter Olympic Games in Milan and Cortina d'Ampezzo, 04651 / A TRIP IN A BAG provides the perfect setting for an exclusive, strictly limited capsule collection. Inspired by this year's Winter Olympics, the menswear label with Nordic roots has designed a 15-piece collection that offers the rare chance to wear styles created specifically for this major European sporting event – equally suited to Milan's urban landscape and the alpine conditions of Cortina d'Ampezzo. 04651/ A TRIP IN A BAG does not define this as pure sportswear but rather as *awaywear*: refined clothing for discerning individuals who are constantly on the move, both geographically and mentally. The **04651/ A TRIP IN A BAG**

**Alpine Capsule Collection** consistently implements this idea: high-quality key pieces such as parkas with reliable Fiberball thermal insulation, overshirts made from particularly fine lambskin, as well as merino layers and luxurious cashmere accessories are designed to make an impact without appearing overwhelming. Understated luxury in every detail: the form is reduced, the function precise, and the standard durable.

The exceptionally refined designs combine Nordic functionality with Italian elegance, not as contrasting elements, but as harmonious complements. The color palette of blue, gray, and ivory tones evokes images of alpine mornings, snow-covered landscapes, and urban silhouettes. Discreetly placed Milano Cortina labels on selected looks, along with a specially developed icon, identify all styles with “04651/ A TRIP IN A BAG – THE LOOK OF THE GAMES.”

The strictly limited styles are available from January 10, 2026, in the online shop [www.04651.com](http://www.04651.com) and exclusively through the retailers BRAUN Hamburg and La Rinascente Milan.

**04651/ A TRIP IN A BAG** delivers sophisticated essentials of the highest quality, crafted exclusively in Europe. The North German label is represented across Europe, North America, Japan, and South Korea, with showrooms in six key cities: Milan, New York, Paris, Tokyo, Munich, and Antwerp. Each collection by 04651/ A TRIP IN A BAG is designed to transcend short-lived trends, moving beyond the seasonal pace of fashion to create pieces with enduring relevance and timeless appeal.

FOR PRESS INQUIRIES, HIGH-RES IMAGERY, PRODUCT CUT-OUTS OR INTERVIEW REQUESTS, PLEASE CONTACT:

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#### **COLLECTION & SHOWROOMS**

04651/ A TRIP IN A BAG

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#### **SHOWROOMS**

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#### **ABOUT 04651/ A TRIP IN A BAG:**

04651/ A TRIP IN A BAG offers the finest quality, a connection to nature, and a touch of luxury – all packed into a weekender bag, perfect for any getaway. In short: a sophisticated

selection of essentials. With innovative dyeing techniques, smart design approaches, and the highest-quality materials, meticulously crafted menswear collections are created with attention to every detail. Founded in 2016, the brand keeps sustainability at its core: all travel collections are crafted exclusively in Italy and Portugal. Nothing is overproduced. When it comes to materials, the label prioritizes both sustainability and innovation. The inspiration behind 04651/ A TRIP IN A BAG comes from the sea and the pure nature of the island of Sylt – and it is named after the area code of Germany’s beloved North Sea island. Despite its Nordic roots, the essence of 04651/ A TRIP IN A BAG is globally minded. The collections represent both south and north, winter and summer. Simply: awaywear.