

Press Release – Sylt, January 04, 2018

# 04651/

04651/ WITH PRESENCE AT PITTI UOMO IN FLORENCE AND PREMIUM BERLIN FOR THE FIRST TIME

THE NORTH-GERMAN LABEL PRESENTS NEW F/W 2018/19 COLLECTON NOT ONLY IN THEIR SHOWROOMS IN HAMBURG, MUNICH AND NEW YORK, BUT ALSO AT PITTI UOMO IN FLORENCE AND PREMIUM BERLIN FOR THE FIRST TIME.



A TRIP IN A BAG – in the upcoming season, 04651/ refers back to its roots and offers a travel collection that is now even easier to pack. With their showrooms in Hamburg, Munich and New York, the collection already has an international presence. For the first time, the label with its North-German exhibits its collection at Pitti Uomo in Florence and PREMIUM in Berlin.

‘Together with our young label, we are looking forward to incredibly exciting and interesting times,’ says 04651/ CEO Lars Braun. ‘To be a part of the biggest trade fair for menswear and to have the opportunity to meet our customers and getting direct feedback in Berlin, will be especially exciting for us. We are really looking forward to these crucial weeks.’

You can find 04651/ at Pitti Uomo in Florence at the ARENA STROZZI pavilion (Area Libera), stand 5, and at PREMIUM in Berlin in hall 3, stand C02.

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:

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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 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.