

# 04651/

A TRIP IN A BAG

04651/ A TRIP IN A BAG TO OPEN NEW SHOWROOMS IN MILAN AND ANTWERP

04651/ A TRIP IN A BAG ON COURSE FOR INTERNATIONAL GROWTH – THE NORTHERN GERMAN MENSWEAR LABEL CONTINUES TO EXPAND WITH THE OPENING OF TWO NEW SHOWROOMS. BUYERS CAN NOW SIGHT THE COLLECTIONS AT FIVE LOCATIONS WORLDWIDE.



Shortly after announcing the signing of the new 04651/ A trip in a bag Commercial Advisor Lucio Innocenti, former Commercial Director of the luxury outdoor label Moorer, the Northern German label reveals its next international expansion steps with its decision to open additional showrooms.

A trip in a bag – 04651/ provides a perfect holiday wardrobe that brings you all the essentials for a weekend trip away – and in times of Covid-19 – of course also works great for being comfortable at home. The German Brand stands for masculine understatement and timeless designs – all styles are exclusively manufactured in Portugal and Italy.

The showrooms in New York, Hamburg and Munich are officially complemented by two international locations: On June 21, 2021, the Antwerp based luxury sportswear agency Market Benelux, whose brand portfolio already includes the Italian trend label Stone Island, will present the exclusive travel collections of 04651/ A trip in a bag. In addition, 04651/ A trip in a bag is opening its own showroom in the heart of Milan's fashion district in the Via Manzoni. This will be operated exclusively by the menswear label, which will also open its doors to buyers at the same time on June 21.

„With the backing of the positive development at our existing markets we feel confident to push forward the internationalisation progress,” said CCO Matthias Garske.

04651/ A trip in a bag reinforces hereby the sales activities in Italy and the Benelux countries in a minimum of time – together with partner agencies, the development of further target markets such as Russia, Japan, Switzerland, South Korea and the Scandinavian countries is already in the planning.

Since its launch in 2016, the label has emerged to be an international player and is now available with its nearly 100 POS in Europe, Canada and the USA – including Harry Rosen, The Optimist und BRAUN Hamburg. With the deployment of experienced managers from the fashion and textile industry and the opening of international showrooms for buyers, 04651/ A trip in a bag is taking important steps towards growth and further investment in the future of the brand.

#### **SHOWROOM ANTWERP**

MARKET BENELUX  
NICK VAN DER LINDEN  
NAPOLEONKAAI 23  
2000 ANTWERP, BELGIUM

#### **SHOWROOM MILAN**

04651/ A TRIP IN A BAG  
LUCIO INNOCENTI  
VIA MANZONI 23  
20121 MILAN, ITALY

#### **SHOWROOM NEW YORK**

M5 SHOWROOM  
MICHAEL BURNS  
121 VARICK STREET, FL. 12  
10013 NEW YORK, USA

#### **SHOWROOM HAMBURG**

04651/ A TRIP IN A BAG  
MATTHIAS GARSKE  
MÖNCKEBERGSTR. 17  
20095 HAMBURG, GERMANY

#### **SHOWROOM MUNICH**

04651/ A TRIP IN A BAG  
MARCEL EGNER  
CORNELIUSSTR. 24  
80469 MUNICH, GERMANY

FOR MORE INFORMATION, AS WELL AS INTERVIEW REQUESTS, PLEASE CONTACT US:

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#### **COLLECTION & SHOWROOMS**

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## ABOUT 04651/ A TRIP IN A BAG:

04651/ provides finest quality, closeness to nature and a touch of luxury: everything packed up in a carry-all to spend a weekend away. In short: a sophisticated selection of essentials for men and the ideal balance of effortless elegance, outstanding comfort and a relaxed casual feeling, that will last beyond the seasonal speed of fashion.

All production is exclusively carried out in Europe. The unspoiled nature of the island of Sylt is not only the main source of inspiration for 04651/. Those who've been to the most beautiful of all the islands in the North Sea may know that 04651/ is the telephone area code of Sylt.

04651/ is all about casual understatement. Finest fabrics, natural to the touch and quite simply luxurious, in colour palettes with a nordic feel. Laid-back casual styles can be packed up in a carry-all without much thinking but will make for a perfect look: the original idea behind 04651/ and the main inspiration for every season.