

FYNCH-HATTON



Roger Brandts wanted to create high quality, perfect fit basics for the modern gentleman at a reasonable price. This vision, combined with his passion for Africa, gave birth to **Fynch-Hatton**. The brand is named after, and inspired by, the English nobleman and big game hunter Finch Hatton, the protagonist of the film 'Out of Africa'. The label's campaigns show male friendship in a safari setting; one can almost picture the elephants striding in the background.

Formerly a buyer, Brandts stresses that his brand's imagery and visual merchandising strategies help his retail clients to achieve a better sell-through rate. "We would like to be on the same side of the table as the retailer, understand him and offer solutions such as visual merchandising, training and digital content," he explains. It is hardly surprising that the brand's strong visuals convert into sales: they convey the feelings of freedom, adventure and masculinity.

Originally focusing on men's knitwear, Fynch-Hatton later developed into a fully fledged lifestyle brand, with collections featuring shirts, jackets, trousers, footwear and accessories. Brandts carefully selects his suppliers in order to keep his business as sustainable as possible while remaining profitable. Together with the German charity Welthungerhilfe, the brand launched the project 'Partner for Africa' that helps to install drinking water fountains and facilitates other developments to improve lives on the continent. It also supports cotton farmers in the sub-Saharan region by utilizing locally made cotton in some of the products.

Fynch-Hatton has a clear eye for exports, which already account for 52% of its overall sales. The brand is available in 42 countries and has over 2,250 POS. Its current foci are China, where it already has 14 shops-in-shops, and Canada, used as an access point to the American continent. In Germany, it has seven own stores as well as 40 shops-in-shops. Fynch-Hatton's turnover for 2023 is predicted to be 100 million EUR. For the label's 20th anniversary in 2018, Brandts plans to open pop-up stores and extend the offering to include a womenswear segment. A capsule is already being tested in their store in Mönchengladbach.

www.fynch-hatton.com

SCOTCH & SODA



Since its inception in the 1980s, **Scotch & Soda** has been unabashedly proud of its Amsterdam roots. 'From Amsterdam, from everywhere' and 'inspired by the world and curated by Amsterdam' are the brand's catchphrases describing its cool, eclectic, yet understated collections. "We always say that it's our Amsterdam spirit – openness, free-thinking and perseverance – that makes us unique," explains the brand's Creative Director Marlou van Engelen.

This year, however, the label has decided to bridge the two parts of that motto – 'the world' and 'Amsterdam' – and discover all the places called 'Amsterdam' around the globe. A big task, considering that the world's twelve Amsterdams lie as far and wide as the middle of the Indian Ocean and the US state of Ohio. One Amsterdam even happens to be situated halfway between Norway and the North Pole. And of course the Scotch & Soda team simply had to venture there.

The creative result of this journey? A film and a campaign shoot that follows stubbornly curious characters trekking across frozen fjords to the snowy peaks of Amsterdamoya, a remote island in the Norwegian archipelago of Svalbard that has never hosted a film crew. Beautifully layered up against the subzero temperatures, they wander along the seemingly endless expanse of tundra. Shot by award-winning Swedish photographer Elisabeth Toll, the story is an ode to wanderlust, crossing borders and challenging boundaries – everything that is so central to Scotch & Soda's DNA.

Poignantly, the voiceover in the film parallels the icy beauty of Amsterdamoya to the flatland charm of the original Amsterdam, the one where Scotch & Soda's collections are conceived and created in their canal-side design studio inside a former church. As van Engelen jokes, "[this trip] made us realize that Amsterdam is wherever you want it to be". Scotch & Soda's global presence (the brand has over 190 stores, and can be found in over 8,000 doors including the best global department stores and independent retailers) certainly confirms this idea.

www.scotch-soda.com