

## Scotch & Soda BV in Apparel (Netherlands)

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### Abstracts

Scotch & Soda's latest marketing strategy focused on the concept of 'Amsterdam's Blauw', (Amsterdam's Blue) referring to a high profile denim collection. Whilst the brand's original focus was in general outerwear, this new concept has proven to be very successful, and trade sources such as G-Star, Kuyichi and CBW-Mitex (Dutch trade press) mention that this denim collection has been very popular and a great deal more of it is expected in the years to come.

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