

SCOTCH & SODA

AMSTERDAM

SCOTCH & SODA INTRODUCES “I AM SCOTCH & SODA”, TWO NEW FRAGRANCES INSPIRED BY THE POWER OF SELF-EXPRESSION.

Amsterdam, April 11, 2022 – Amsterdam-based fashion brand Scotch & Soda announces the launch of its new fragrance line, I AM SCOTCH & SODA, with the introduction of two new eau de parfums. Each fragrance celebrates the unique individuality of the person who wears them. Inspired by the power of self-expression, these scents can be worn to any occasion, from day to night – the Scotch & the Soda. With “Dare to be yourself” as their official tagline, both perfumes capture the free spirit of Amsterdam, the brand’s home city.

Characterised as both amber and woody, one fragrance is inspired by Amsterdam’s café culture, where people meet outside along the city’s famous canals. The fragrance combines top notes of bright bergamot, spicy pink pepper and fresh spearmint with clean, energised heart notes of geranium, lavender and clary sage. Base notes of cedarwood atlas, labdanum absolute and vetiver enrich the scent, adding a woody edge.

Inspired by the Amsterdam Flower Market, the second fragrance is lighter in nature – categorised as floral and musky. Fruity top notes of apple, litchi and melon meet light, flowery heart notes of rose and lily of the valley, evoking a joyous, youthful energy – while warm base notes of cashmeran, musk and sandalwood complete it.

The nose behind these fragrances is the artist and perfumer Philippine Courtière. She developed both scent profiles during her time at Firmenich, the world’s largest privately-owned fragrance house.

Created by the renowned atelier Christian von der Heide in Hamburg, Germany, the glass perfume bottles – identical in design – complement each scent’s unique character and highlight the brand’s signature love for details. A modern take on Amsterdam’s iconic three crosses, the bottle’s shoulder and neck come together to evoke an X, connecting the brass cap with the base in an unexpected way. Both bottles come in a colourful perfume box, which features Scotch & Soda’s new ampersand logo embossed on the front. The colour of each box – matt orange and pink – corresponds with the colour of each fragrance.

Shot in Berlin, the campaign captures the youthful energy of each fragrance. Starring Felix Mayr – a Swiss actor known for his roles in the Netflix series *Unorthodox* and *Kitz* – and models Kim Daria, Christen Rhule and Giuseppe Forchia, the images have been taken by German photographer Lisa Wassmann, whose work has been featured in Vogue and The New York Times, amongst other prestigious publications.

The brand’s launch of I AM SCOTCH & SODA marks the expansion of its range of fragrances, which includes BARFLY, its house signature scent, launched in 2010; and WITH LOVE and ISLAND WATER, both with scents for her and him, launched in 2019 and 2020 respectively.

Available in 60ml bottles, the two perfumes will retail for 59,95 euros (78 USD) and will be available on the Scotch & Soda website, as well as in the brand’s directly operated stores.

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About Scotch & Soda

Born in Amsterdam, Scotch & Soda celebrates the free spirit of its birth city. Endlessly optimistic, the brand champions individuality, authenticity and the power of self-expression to create the unique – an attitude reflected in its designs. The Scotch & Soda collections include menswear, womenswear, kidswear, denim, eyewear, fragrances, and accessories, occupying a unique space in today's global fashion landscape.

Collections can currently be found globally in 255 freestanding stores across Europe, North America, Asia, the Middle East, Africa and Australia, as well as in 7,000 doors in some of the world's biggest cities, including New York, London and Paris. The brand's online operations also ship to over 70 countries.

For more information, please visit: www.scotch-soda.com

Visuals

Please [click here](#) to download images of the new "I AM SCOTCH & SODA" eau de parfum
(Photo credit: "Courtesy of Scotch & Soda")



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