

**SCOTCH & SODA LAUNCHES BIKE COLLABORATION
WITH VELORETTI TO CELEBRATE “AMSTERDAM PROOF”
CAPSULE COLLECTION.**

Available to order across 26 countries in Europe, the six-bike collection includes 2 limited-edition state-of-the-art electric bikes.

AMSTERDAM, August 23, 2022 – Fashion brand Scotch & Soda teams up with fellow Amsterdam-based bike company Veloretti for the launch in Europe of a collection of electric and city bikes, in celebration of Amsterdam Proof, Scotch & Soda’s seasonal unisex rainwear capsule collection, designed to brave the elements in style, no matter the circumstances.

Known for its sleek designs that stand the test of time both aesthetically and practically, Veloretti has created a range of 6 bikes for the collaboration that launches today in 26 European countries. Designed in Amsterdam and manufactured in Europe, the bikes are conceived for daily city commute, combining a clean design with frames made from the highest quality solid aluminum, dusted off with a durable powder-coated finish, and display the Veloretti and Scotch & Soda logos.

Stéphane Jaspar, Scotch & Soda’s CMO, commented: *“Amsterdam and bikes are simply inseparable. More than a mode of transportation it’s a way of life in the city. We wanted to celebrate this together with Veloretti, who designs the sleekest and most stylish bikes in town, and bring joy to your daily commute here and abroad. With 6 different bikes in colors that match our latest “Amsterdam Proof” rainwear collection, we will help you stay dry and smiling no matter the weather conditions this fall.”*

Tom Wolters, Veloretti’s Head of Sales, added: *“It was an easy decision to collaborate with Scotch & Soda. The look and feel of our Veloretti bikes match perfectly with the style of Scotch & Soda. This also goes for the idea to deliver a collection of limited-edition city and electric bikes in celebration of the launch of Amsterdam Proof. When riding your Veloretti, you want to look stylish too. The unisex rainwear capsule collection therefore makes perfect sense to combine when riding the Scotch & Soda x Veloretti bikes, rain or shine.”*

About the range

The Scotch & Soda x Veloretti bike range includes electric and city bikes displaying a limited-edition camouflage design, as well as a classic city bike available in an exclusive shade of Dutch green.

Limited-Edition electric bikes

Veloretti’s *Ace* and *Ivy* electric bike models feature a limited-edition dazzle camouflage-inspired design, in a mix of Dutch green, butterscotch yellow, cedar brown and midnight black, echoing the colour palette of Scotch & Soda’s Amsterdam Proof capsule collection. The models feature a silent and powerful 65nm torque mid-engine connected to the pedals, automatically adjusting the power to the torque instead of speed, giving a natural electric biking experience, while the step-less Enviolo system automatically shifts gears, adapting to the rider’s behaviour. The *Ace* and *Ivy* electric bikes are equipped with hydraulic breaks, and a durable Gates belt drive made of carbon that does not need any oil, allowing to enjoy maintenance-free rides up to 30,000 kilometres. Uniquely designed, the battery-driven hyperbolic lights give consistent illumination to ensure safety from day to night. With 504 Wh and a range up to 120km, the in-house developed removable battery pack is easily detachable and rechargeable with any electrical power outlet. The *Ace* and *Ivy* electric bikes will retail for 2,699 euros.



Limited Edition Ace electric bike



Limited Edition Ivy electric bike

Limited-Edition City Bikes

In addition to the electric bikes, two models of city bikes will be available in the limited-edition dazzle camouflage especially designed for the collaboration with Scotch & Soda:

The *Caféracer*, a lightweight and reliable option embodying a timeless design fit for every city, featuring a mid-in-step frame and standout components.

The *Caféchaser*, a top performer and a statement piece, featuring a unique crossbar adjoining the frame to the rear ax, embodying top speed from front to back.

The limited-edition *Caféracer* and *Caféchaser* will retail for 505 euros.



Limited Edition Caféchaser



Limited Edition Caféracer

Classic City Bike

The *Caféracer* model, Veloretti's all-time classic, will feature an exclusive Dutch green, and will be available in two models, both retailing for 399 euros.



Classic Caféracer



Classic Caféracer

The Scotch & Soda x Veloretti bikes can be ordered from today onwards, until November 15th, on veloretti.com and in person in Veloretti's Amsterdam flagship store. During this period, Scotch & Soda customers will be able to scan a QR code in a selection of the brand's stores, that will take them directly to Veloretti's website to purchase the bikes.

The *Ace* and *Ivy* electric bikes will be exclusively available in The Netherlands, Germany and Belgium, whilst the *Caféracer* and *Caféchaser* models will be available for purchase in 26 European countries (Belgium, Bulgaria, Denmark, Germany, Estonia, Finland, France, Greece, Hungary, Ireland, Italy, Croatia, Latvia, Lithuania, Luxembourg, The Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Spain, Czech Republic, The United Kingdom and Sweden).

The Scotch & Soda x Veloretti bike collection celebrates the launch of Scotch & Soda's Amsterdam Proof capsule, inspired by the functionality needed to face the elements in Amsterdam, the home city of both brands. The capsule collection features a range of unisex rainwear for adults and kids in a practical colour palette of khaki, olive green, rust brown and off-white, designed to bring joy and style no matter the weather conditions.

The unisex styles for adults include an oversized jacket with matching trousers, a poncho, a bucket hat, a body warmer, as well as an organic cotton hoodie. For kids, the unisex styles include a rain jacket, matching trousers and a body warmer. The weatherproof styles are rich in utility details and specially designed graphics with messages such as "Good planets are hard to find" or "Our space on Earth", encapsulating Scotch & Soda's relentless optimism. The Amsterdam Proof capsule collection will be available on Scotch & Soda's website and directly operated stores worldwide.

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 in 268 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

About Veloretti

Veloretti bikes are made to stand the test of time, both aesthetically and practically. Whether you want a state-of-the-art electric bike or a clean city bike, all of our bikes are designed by our team in Amsterdam and handmade in our European factories to meet the best standards.

We believe cycling is the future and with a full range of quality products, we aim to bring it to the next generation by combining great design, affordable pricing, and innovative technology.

Forever Forward.

For more information, please visit www.veloretti.com

Visual Assets

Please click on the links below to download:

- [Scotch & Soda x Veloretti collaboration bikes \(Campaign images\)](#)
- [Scotch & Soda x Veloretti collaboration bikes \(Studio images\)](#)
- [Scotch & Soda's Amsterdam Proof capsule collection \(Adults\)](#)
- [Scotch & Soda's Amsterdam Proof capsule collection \(Kids\)](#)

(Photo credit: "Courtesy of Scotch & Soda")

Media enquiries

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FACT SHEET

Scotch & Soda x Veloretti Bikes

- 3 categories:
 - o Limited-edition *Ace* and *Ivy* electric bikes (2,699 euros)
 - o Limited-edition *Café racer* and *Café chaser* (505 euros)
 - o *Café racer* classic bike (399 euros)
- The *Ace* and *Ivy* electric bikes will be available in The Netherlands, Germany and Belgium exclusively
- The *Café racer* and *Café chaser* models will be available in 26 European countries:
Belgium, Bulgaria, Danmark, Germany, Estonia, Finland, France, Greece, Hungary, Ireland, Italy, Croatia, Latvia, Lithuania, Luxembourg, The Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Spain, Czech Republic, The United Kingdom and Sweden
- Available on www.veloretti.com and in person in Veloretti's Amsterdam flagship store
- Veloretti's Amsterdam flagship store:
Van Woustraat 72 1073 LN Amsterdam
Opening hours:
Mondays through Fridays: 9:30h - 18:00h
Saturdays: 10:00h - 17:30h
Sundays: 12:00h - 17:00h
- Veloretti Customer Service:
Monday through Fridays: 10:00h - 17:00h
Phone: +31(0)20-2611433
Email: support@veloretti.com

Scotch & Soda' s Amsterdam Proof Capsule

- Practical unisex capsule collection for adults and kids
- Inspired by the functionality needed to face the elements in Amsterdam
- Adult styles: oversized jacket with matching trousers, poncho, body warmer, hoodie and bucket hat
- Kid styles: rain jacket, matching trousers and a body warmer
- Color Palette: khaki, olive green, rust brown and off-white
- Available on www.scotch-soda.com and Scotch & Soda's directly operated stores worldwide