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## Scotch & Soda opens in Boston's Seaport

April 29, 2022 - Retail

Boston, MA Scotch & Soda debuted their newest store on Friday, April 1 and was the first brand to open its doors at Seaport's newest retail destination, The Superette (70 Pier 4 Blvd). With its Boston market entry, the Amsterdam-based premium clothing brand for men and women is paving the way for trend setters who enjoy making fashion uniquely their own.

Spanning an entire city block in the Seaport neighborhood, The Superette will bring an experience-first approach to retail - featuring a lineup of brands like Scotch & Soda that place an emphasis on quality, eclecticism, and discovery. Inspired by an intimate European square, The Superette comprises a 125,000 s/f retail destination, oriented around a central courtyard. Scotch & Soda will soon be joined by Lucid, Rag & Bone, Le Labo, Todd Snyder, Alo Yoga, Vince, Framebridge, Cremieux, Mack Weldon and a salon from Andrew Alicia, owner of Seaport Barbers.

"From statement pieces to core essentials, Scotch & Soda unites our unique designs with clever functionality for a modern, versatile wardrobe that lasts," said Karis Durmer, CEO of the Americas for Scotch & Soda. "Our clothes lend well to stand-alone styles, but also to the layered looks that are essential for the Boston climate this time of year. We're looking forward to opening our new store in The Superette in Boston's Seaport neighborhood and introducing the free Spirit of Amsterdam to all."

"As our first store opening at The Superette, Scotch & Soda's Boston debut is an exciting milestone for the neighborhood," said Ariel Foxman, general manager of Boston Seaport.

Scotch & Soda's seasonal collections redefine everyday dressing, mixing classic and contemporary, color and print, and texture on texture to deliver an authentically Scotch & Soda aesthetic. Grounded in practicality and finished with surprising details, the upbeat designs inspire fashion lovers to revel in expressions of creative freedom.

The new store opens just in time for Bostonians and visitors to explore Scotch & Soda's new Summer 2022 collection. The collection, featured in store, radiates the brand's relentless optimism through a feel good, high summer mood. The assortment unites retro-inspired prints, tropical artworks, sun-bleached colors, and surges of bright pops with the brand's signature style. The statement looks will take the wearer from sunrise to sunset with ease.

Within the 1,301 s/f retail space, shoppers will experience Scotch & Soda's "Free Spirit" store design concept which launched earlier this year. Inspired by the power of self-expression and the free spirit

of Amsterdam, the birth city of the brand, the concept combines warm colors and sleek design – elements to connect the expected with the unexpected. Standout elements include sustainable features such as LED lighting, FSC-certified wood herringbone flooring and new hangers made of recycled materials, all reflecting the brand's sensitivity to the planet and commitment to responsible choices.

In addition, to welcome the warmer weather leading into Mother's Day, Scotch & Soda will bring the free spirit of Amsterdam and its famous Tulip Mania Festival to Boston's Seaport through a visual installation on its façade and a free flower market. The Tulip Mania activation will take place from May 6-8, 2022 and is open to the public.

The Superette is a new one-stop shopping destination that has been reimagined for a modern audience. Designed by the New York office of world-renowned design firm Kohn Pedersen Fox, The Superette occupies the first two levels of the Echelon Seaport residential complex in an architecturally distinctive space, grounded by an intimate courtyard. In keeping with the new tradition of the surrounding neighborhood, The Superette's courtyard will host year-round public programming and activations, aimed to surprise and delight, educate and entertain.

The Scotch & Soda store in The Superette is open from Monday-Saturday 11:00 am - 6:00 pm and on Sunday from 12:00 pm - 6:00 pm.

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