

Scotch & Soda makes film 'The Story of Things – Part 2' come to life on Airbnb

Experience a version of the Amsterdam apartment that features in the latest Scotch & Soda brand film via Airbnb. As the first fashion brand to work with the online booking site, this apartment has something extra. Unlike any other rental apartment, this one comes complete with a wardrobe selection by Scotch & Soda for both men and women, for guests to take home.

To all travellers, treasure hunters and story collectors, Amsterdam fashion brand Scotch & Soda launches Part 2 of the brand film series 'The Story of Things' on the 5th of November 2015. Through the eyes of Lola and Oscar, 'The Story of Things' illustrates the brand's lust for exploring the world, the beauty of seeing things differently, and the belief that travelling is more than the seeing of sights and that collecting is more than putting things on a shelf. 'The Story of Things' captures the Scotch & Soda spirit of bringing together culture and craftsmanship.

The latest chapter of 'The Story of Things' follows the Eastern adventures of Oscar, as experienced through hand-written correspondence with his sister Lola. From the backdrop of her Amsterdam apartment, wide-eyed Lola grows up with tales of her brother's Oscar who is a true adventurer and explorer. We watch as Lola reads Oscar's letters opens trinket-filled parcels and we observe her apartment slowly filling with objects from around the world.

For a limited number of weeks this autumn, Lola's apartment will become available for all to live in. Located in the heart of Amsterdam, Lola has left her apartment for guests to use as they visit this beautiful culturally rich city.

Part 2 of the brand film series 'The Story of Things' launches on November 5th 2015. The 90-second film will premiere through a network of international (art-house)cinemas in The Netherlands, Germany, Belgium and Australia, and can also be viewed via digital channels.

You can book Lola's apartment every weekend starting from November 21st until December 13th for €100 a night. The reservation system opens on November 10th.

"Thoughtful, captivating and free-spirited, the latest Story Of Things' installment presents an honest reflection of our brand," said Scotch & Soda Chief Marketing Officer, Adam Kakembo.

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

Activation: Fitzroy, Scotch & Soda

Editor's note:

Scotch & Soda is a Global Amsterdam-based fashion brand that offers eclectic collections, known for its rich details and considered sense of style. The designers at Scotch & Soda spare no effort or expense at fine-tuning garments, all the way to the neatly finished interior of each item. The collections offer all the wardrobe must-haves for modern city dwellers, inspired by classic styles and a wealth of inspiration from around the globe. In 2008, Scotch & Soda opened its first retail store. Now the brand holds over 150 Scotch & Soda stores worldwide, an additional 8,000 other selling points and a fully up-to-date online presence with an integrated webstore, and social media such as Facebook, Instagram, Twitter and Pinterest.