

THE OFFICIAL LOADING BAY NEWSLETTER,
THIS IS A COLLECTION OF THE THINGS WE
ENJOY AND WHY WE ENJOY THEM.

NWSLTR 01/09

CAFÉ

Today is a good day!

Loading Bay, one part café, one part luxury retail has now Bibloteq Books to complete the concept! Look out for new changes made to better our service, quality & experience!

Monocle

'Are you being served? If not, why not?' A Monocle global survey on the state of retail.



STYLE

Look 1

Creating this look | We love winter, more reason to wear our favourite items. Our first look is casual with a definitive style. This very special Scotch & Soda signature grey herringbone blazer with an inverted shawl collar is perfect for those cold winter days when worn over a tartan checkered shirt.

Always pair with a great washed out denim or we recommend a simple raw dry good piece with a slightly narrow leg. To complete your outfit for the day throw in a bag to carry your scarf and necessities.

Almost forgot! We are simple guys we think less is more... invest in a great pair of veldskoene or a staple pair of chucks. **LB**





STYLE

Look 2

How to create this look | The principle is the cream trench coat, this can be worn over a business suit, but we chose a more informal option over washed denims.

Go for a classic five pocket which is slightly tapered, this style suits many body types. Pair this up with a great denim inspired light blue shirt executed in a heavy cotton (for the colder days wear this slub knitted vee-neck tee underneath).

Layering is key this winter this lightweight maroon cardigan, is a necessity in every man's wardrobe. One of the new attributes at BB are the Oliver Peoples eyewear, classic wayfarers can be pulled off by young or old, hip or classic. **LB**



NEW!



Biblioteq

Creative Bookshop, Biblioteq has moved from its original Kloof street location to the mezzanine level of Loading Bay. Committed to creative professionals and aesthetes, Biblioteq is constantly sourcing and finding the latest and most interesting creative references.

The bookshop that is solely dedicated to thinking about what inspires people has finally found its new creative hub in the hub of Dewaterkant. **LB**

NEW!



Scotch & Soda

Scotch & Soda's winter wear has arrived! 'old school with a spicy twist and awesome detailing', has a large presence in this collection. The S&S designers are travelling around the world to translate and combine worldly trends and global style that has made Scotch into a brand with its own signature.

Shirts | checked, striped, plain, bold & subtle.
Cardigans | jersey, wool, light or heavy weight.
Printed tees & Basics | vees & crews in black, white, navy, grey & striped.

DENIM

The Steve

New Luxury denim lovers Blue Blood extend their line of superior jeans with a new model inspired by 60's super star Steve McQueen. The appropriately named 'Steve' is a classic 5 pocket model with a timeless straight leg.

The washed and used, chlorined-to-death jeans that are in fashion right now may look great, but its not the real deal. More and more, so-called 'denimheads' want to wear vintage-style unwashed selvedge denims; made and worn with love. So, denim hardliners Blue Blood set out against the trend and - in association with 15 of Europe's leading denim retailers will be offering totally authentic, vintage - made jeans this fall. Denim the way denim should be.

The Rainbow Selvedge is a lighter - blue 8 dip hank dye denim with a orange, green and yellow tri coloured listing. Made by Osaka's finest boutique mills, on vintage American wood - shuttle looms, with natural indigo and fully authentic buttons, rivets and details. Steve rainbow selvedge is limited to 350 pairs throughout the world.

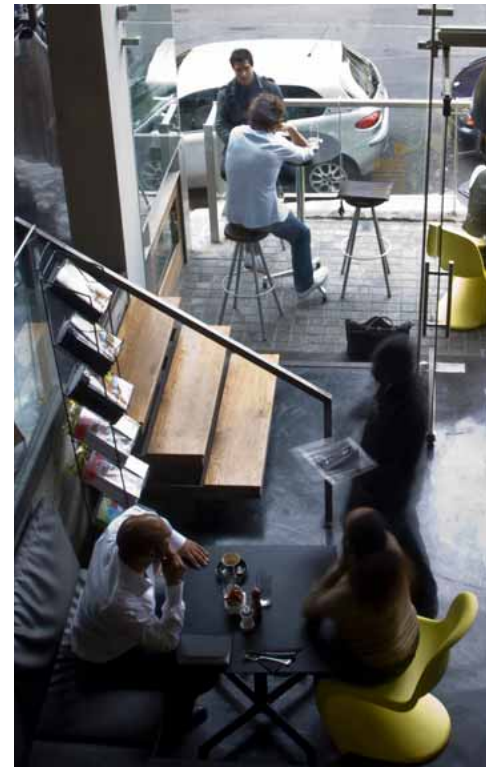
A remarkable feature is the blank white suede patch each jean is to be stamped and numbered by the store individually. The custom-stamping makes buying the denim special emphasizing the relationship between the customer, the shop, and the brand.

Blue Blood believes that good denim, much like wine improves with age. LB



BB "LOVE FOR DENIM" LAUNCH PARTY!

GALLERY



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