



CISION

Paul Adams Pays Tribute to Indian Art With Their Handcrafted Leather Collection

MUMBAI, Oct. 30, 2019 /PRNewswire/ -- For those who are a fan all things handcrafted that are designed and delivered perfectly, look no further than Paul Adams. An established name in the uber-premium handbag and accessories segment, Paul Adams is all about exclusivity and creativity with courage and compassion. A perfect choice for the discerning customer, Paul Adams offers a whole range of bespoke men and women bags.

#ArtEverywhere

With a mission to make art an intrinsic part of everyday life instead of it being confined to a frame, Paul Adams has embarked upon **#ArtEverywhere**. The collection is not only fresh and refreshing, but the highlight of the pieces is the fact that at the ***heart of each masterpiece is an original artwork painted on a specialized canvas with acrylic paints by a professional artist.***

Created by the inhouse team of passionate artists whose brush strokes are akin to poetry on canvas, the brilliant artwork on each piece is an exclusive feature of Paul Adams bags. A favourite with all art lovers, these bags are for someone who believes in expressing their individuality through their style and fashion choices. The art is finally treated for protection from water, UV radiation and dust so that consumers may step out freely with their Paul Adams Limited Edition masterpiece in any weather.

In line with the philosophy of distinctiveness and exclusivity which is the central principle in the framework of a Luxury Brand, each piece is exclusive and completely different. All of them are meticulously crafted in ethically manufactured, select top-grain leathers in textured and Napa finish.

One of a kind

To ensure authenticity Paul Adams has an agreement with each artist with regard to copyrights. The art on all products is hand created and there is no machine or print-based replication of any art. Every product is also accompanied by a Letter of Authentication that assures the customer of the originality of the product. It also carries an introduction to the type of art and

the artist. The combined effect ensures that every bag or accessory holds the value of being one-in-a-million, made with utmost attention to detail, just as one would expect in a masterpiece. *"It is an ode to the fashion and design community from our end. With a focus on design and art concepts that resonate with individual personalities, the key emphasis is on customization and personalization,"* says **Anshuman Singh, Founder and CEO of Paul Adams.**

Availability and Pricing

Paul Adams collections are currently available online on its website globally with international shipping support, with free shipping to clients in over 70 countries worldwide. They are also present at selected luxury boutique stores in Dubai, Mumbai and Madrid. Their next stops include London, New York and Toronto. The price range of the current products starts from INR 10k (USD 150) to INR 80K (USD 1000+). Some of the most popular products are priced between INR 25K (USD 350+) to INR 50K (USD 700+)

Team at Paul Adams

The team is led by passionate entrepreneur Anshuman Singh at the helm. A professional with more than 17 years of senior marketing management experience at companies like Virgin, Ericsson and Reliance, Anushuman has vast experience in the Lifestyle, Fashion and Retail industries.

Vivek Bhalla who is Director, Business Transformation in a leading Insurance company has an excellent eye towards technological innovations and automation. A passionate leader with exceptional calibre he works jointly

with the team towards the company's vision of International business markets. Vivek comes with an international experience of 17 years wherein he has executed senior roles in the Insurance and Technology space.

For more information, please visit: <https://www.pauladamsworld.com>

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