

Handmade and Haute

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Photography: Courtesy the designer

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There is nothing that creates carefully constructed ripples more than a beautifully handcrafted, hand-painted bag, because murmurs of stunning art make a splash wherever you go...

Balenciaga did it. Louis Vuitton did it. Gucci did it. With flowers singing and butterflies fluttering across the leather. But home-grown bespoke brand Paul Adams has done it in unbeatable style, pandering to the luxe millennial palate with original works of art hand-painted on canvas and then brought onto the visage of bags, wallets, belts, backpacks... at (hold your breath) jaw dropping prices!!

The colours and creations unfurl on top grain leather, ethically sourced, bringing forth the strokes of young, talented, unknown artists (from Bhadoi, Osmanabad, Mumbai...), who even enjoy online profiles on the company website.



"Unlike tony international labels that bring in paint directly on leather: a handiwork that weathers with time, we bring in works of art on canvas, subsequently UV treated and waterproofed (even sand proofed in the collections launched in the Middle East) and then brought into our collections," says Anshuman Singh, Founder and CEO, Paul Adams.

Based on the 3D digital design of a bag, 10 artists are approached to articulate designs. Once the design meets with approval, the number of pieces are commissioned. As each piece is manually painted, it is unique in its own complexion stroked with acrylic paints from Taiwan. The entire process takes a couple of months. The value exceeds the price tag as the realm goes way beyond the mass digital prints. Each bag comes complete with a lifetime maintenance warranty.

Art sustains, and Paul Adams has found a niche soul connect with patrons who love the storytelling, creativity and sophistication in handpicked, handcrafted, hand painted leather.