

When Art Meets Craft

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FLAUNT

If ever there was an exceptionally unusual approach to bag-making, this is it. First, artists are asked to paint to their passion on canvas, then their handiwork is transferred on to leather. An innovative confluence of art meets craft in the truest sense; this is what makes the made-in-India bespoke bag brand, Paul Adams, a harbinger of artistic expression in everyday existence.

"We invested over three years in research and development before we launched our brand in 2017," says Anshuman Singh, founder and CEO, Paul Adams. The snob value of each bespoke creation—spanning a rich palette of handbags, backpacks, totes, wallets and belts—lies in the fact that these are limited editions, all painted by hand.

"Our aim has been to take the work of young, talented and unknown artists to the world," he says. "Unlike the tony international labels that have now introduced hand painting on leather, we bring in artworks on canvas, subsequently UV-treated and waterproofed (even sand-proofed in the collections launched in West Asia)."

The treasured pieces, ranging from bestsellers in Orion—a retro camera case-inspired unisex bag—to Ellison, a busy commuter's chic backpack, are popular with millennials who

Bespoke bag brand, Paul Adams, brings painters and craftsmen together to create the most unique artworks on leather

By SHILPI MADAN

Anshuman Singh, founder and CEO, Paul Adams



want more than just a prized logo on their purchase.

Each of the bags carries a description of the art along with a profile of every artist, which is also available on the brand's website. The artists are drawn from a vast repertoire of geographical locations, including Bhadoi, Osmanabad and Mumbai. "Based on the 3D structure of a bag conceived on the computer, we invite 10 artists to articulate designs.

Bags from the latest Paul Adams collection



Once the design submitted by an artist is approved, we allocate the number of bags to be painted. Each piece is manually painted, hence no two pieces are exactly the same," he shares. The paint arsenal, including acrylic paints imported from Taiwan, is supplied to the artists and the entire process of designing and manufacturing the bag takes a month.

But the more challenging part, says Singh, is selling the artwork. "It takes ten times the effort to market it, considering that there is no culture in our country of parents taking the young to museums and cultivating an interest in art, unlike in foreign countries. However, this exposure level is changing over the years along with increasing foreign travel and enhanced social media awareness, but the interest still needs to gestate," he says adding, "People instantly jump to the conclusion that we are selling digital prints on bags. In reality, we are selling a legacy to be treasured by generations. Each of our exclusive bags comes complete with a lifetime maintenance warranty."

Singh claims that Paul Adams was the first to kickstart the e-paper technology based on the self-recharge of the screen and the employment of Bluetooth technology that allows the creatives to be transferred onto the bag. "Being an expensive execution, the use of the technology on each hand-painted, patented piece had to be stalled," shares Singh, adding that plans to revive this are afoot again.

Paul Adams collections are currently available online on its website with international shipping support to over 70 countries worldwide. The brand is also present at select luxury boutiques in Dubai, Mumbai and Madrid, with the next new stops planned for London, New York and Toronto. Prices range from ₹10,000 to ₹80,000.

Gentlemen Prefer Fronds

From leaf print shirts to knee length shorts, check out the top menswear trends for 2020



CUBAN COLLAR SHIRTS

With a distinctive collar and short sleeves, you can choose to wear these in botanical or bold prints, or keep it plain in a solid shade.



OVER THE KNEE SHORTS

Whether you rock these bottoms with a bold pattern or keep it hot in a bright colour, you can't go wrong in these comfy casuals.



CROSS-BODY BAGS

Whether it's messenger-style or something small and neat, these are a great way to secure your stuff and do it fashionably.



RELAXED SUITING

Not all tailoring has to be tight, so why not let loose with some relaxed suiting? Wearing a formal outfit in a casual setting never looked so good, especially when paired with sneakers and a white T-shirt for a laid-back feel.



FLARED PANTS

With a thin upper leg and an exaggerated ankle, this 70s style is back on trend. Pair them with a slim-fitting shirt to emphasise the bell bottom, or keep it flowing with an T-shirt for a more casual feel.



SHIELD SUNGLASSES

Not only are they a fresh alternative to traditional eyewear, but they look like they've been taken straight out of Blade Runner. Wear them oversized for maximum impact, or keep them small and colourful for a powerful punch.

Raise the Bar



Haier has launched a new range of bar refrigerators designed with Low-E (low-emissivity) transparent glass that reduces energy loss by up to 40 percent. The anti-reflective coating on the glass reduces condensation, thereby ensuring that the food is stored hygienically.

Compact and small enough in size to fit just about anywhere, the aesthetically appealing interior has been designed to store a variety of items like wine, cakes, fruits or juices.

The new entrants help in storing food products at optimal temperature with its uniform temperature control function, which enables in keeping the food items fresh for longer durations. Additionally, the transparent door comes equipped with antibacterial glass to provide extra care. Available in gold and black at ₹36,000 and ₹51,000.

PICK OF THE WEEK

Racing Against Time

Fossil-BMW's collaborative watch collection is perfect for motorsport aficionados



Collectors and motor-racing enthusiasts will love the Fossil Group's collection of BMW-branded watches. Known for its racing heritage, BMW joined forces with Fossil Group to take traditional watch design to the next level some two years ago. The 'BMW Collection' and 'BMW M Motorsport Collection' are a result of that collaboration.

The American watch and lifestyle company that specialises in fashion-forward watches falls in line with BMW's quintessential automotive design expertise, making this partnership a perfect fit. Owing to BMW's rich racing heritage, the collections draw inspiration from the company's most recognisable sports cars. The statement-making wristwatches subtly feature the classic BMW symbol to create versatile companions for every day.

The 'BMW Collection' features the instantly recognisable BMW symbol but in a subtle way. Even the colours take cues from popular automobile



shades—silver, red, black, blue and brown. The 'BMW M Motorsport Collection,' on the other hand, boasts a sporty design style, featuring Motorsport racing stripes and tyre-tread strap detailing.

The BMW Collection is priced at ₹16,995 onwards and the BMW M Motorsport Collection at ₹10,995 onwards. Available at all Fossil stores as well as Myntra.com.

