Adult.

GENESIS

Adult is founded in September 2017 by Raphaële Lenseigne, an Antwerp Fashion Department graduate.

Adult's original purpose is to celebrate.

Celebrate individuality, difference and courage.

It roots itself in the designer's desire to disrupt the watered-down fashion industry, that took distance from the identity evolutions of their customers. The name is chosen for its universal yet intimately personal meaning. Adulthood becomes that point where we embrace who we are, our singularity and thus our freedom.

Commited to that vision, the brand releases a first collection of high-heeled footwear, available in an unusual or exceptionnal size range 36- 46, to fit a diverse set of customers within a wide Spectrum of the rainbow. Leaving it up to their costumers to decide if the shoe fits.

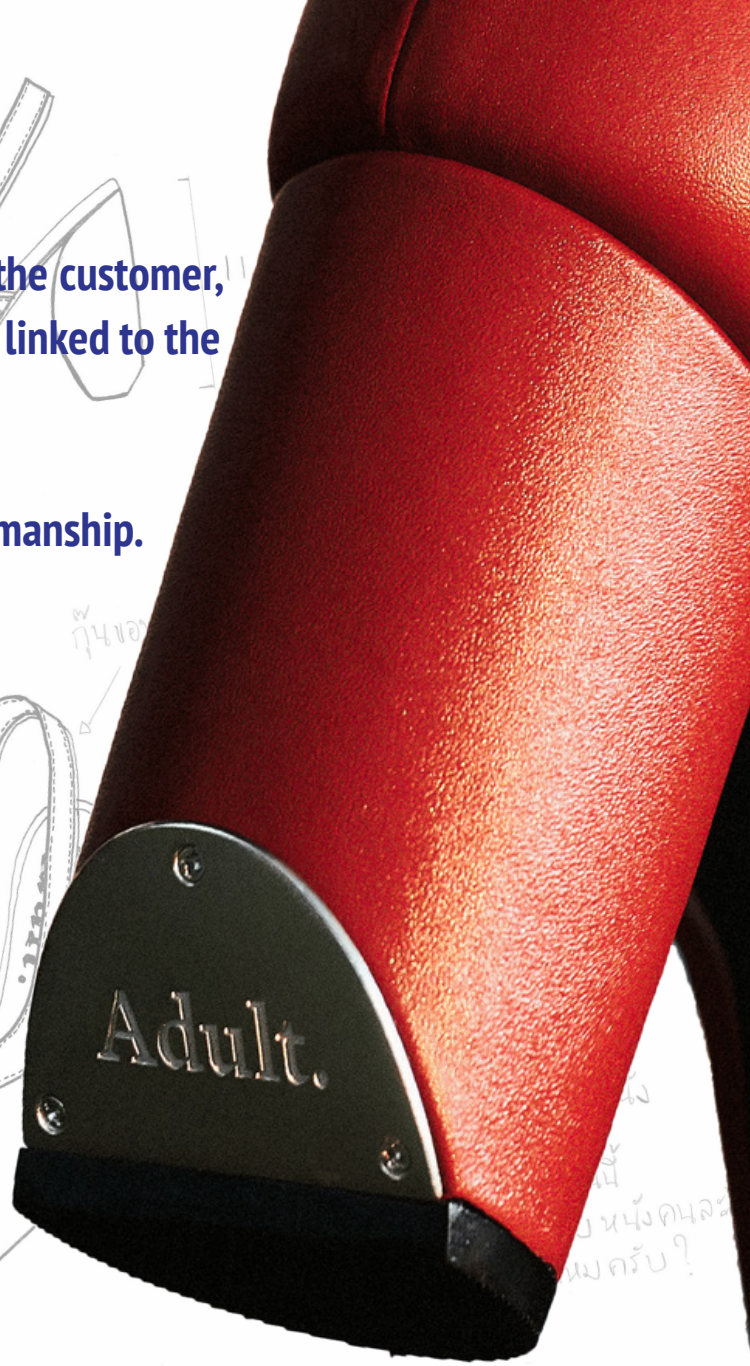
PIECES

Refers to the idea of an "art" collection to create perceived uniqueness value for the customer, and to remind of the Brand founded within the Royal Academy of Antwerp and still linked to the artistic work of Raphaële.

The designs are bold, colorful, graphical. The details are referenced and precise.

The products, handmade in Italy, combine fashion-forwardness and timeless craftsmanship.

The Fresco, first Adult design to figure the now-iconic metal-plate on the heel, is inspired by the Minoan mural of the «Saffron-gatherers». The contrasting pattern represents cracks. A way to represent what's underneath the surface, and to celebrate norm-breakers as modern-day adventurers.

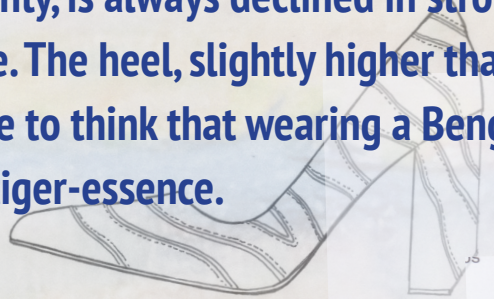


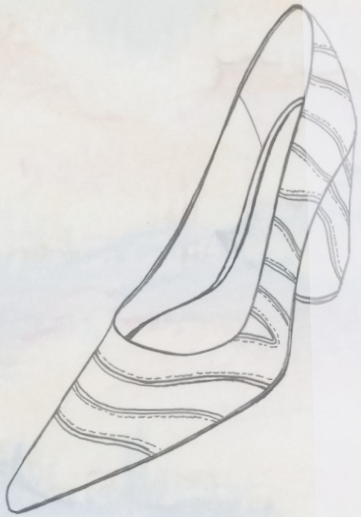
ADULT. SS19

BENGAL PUMPS

Unsurprisingly, the Bengal draws its name (and pattern) from the eponymous feline.

The stripes are here interpreted as blown-up fingerprints. Bold, contrasted, visible. Like identity proofs. The design, pointy, is always declined in strong colors. The Bengal is here for moments you need to make an entrance. The heel, slightly higher than the frescoes, but wide and stable, brings confidence and power. We like to think that wearing a Bengal infuses you with some of that wild, instinctive strength. Almost like tiger-essence.





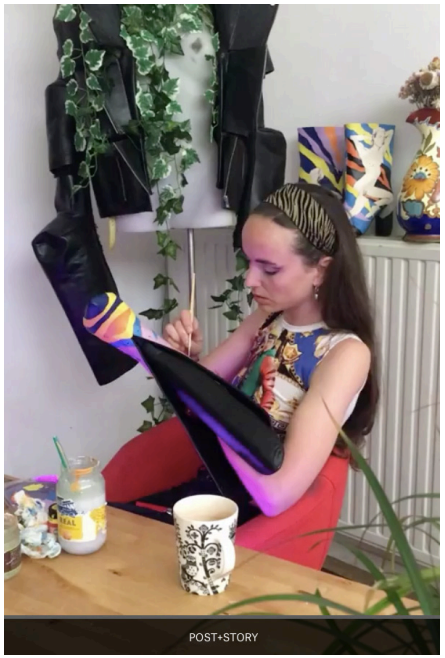
Our last family of products is called Ornaments.

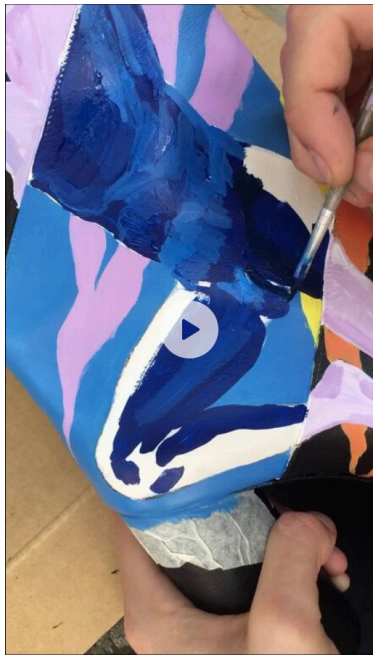
Ornaments are pieces entirely developed in the intimacy of our studio. Pieces that each carry a rich, individual story. Situated at the cross section between artwork, delicacy and fairytale, they are produced in very limited quantities. Their owner receives them with a numbered certificate and a booklet counting the story behind the work. Until September 2019, Ornaments counts 2 different stories declined in 2 styles.

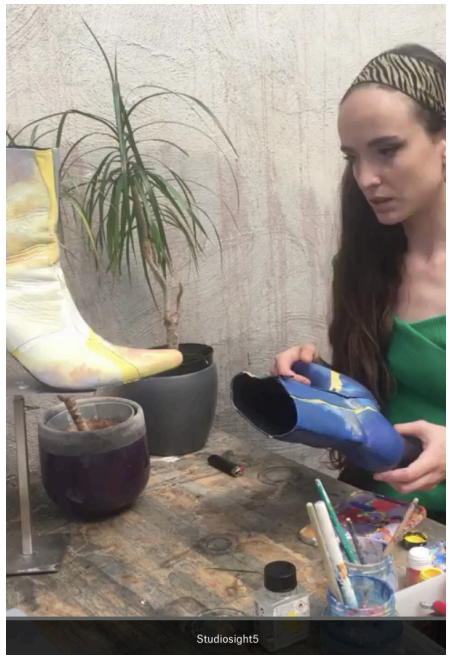
In September 2019, to celebrate the brand's second birthday, a new chapter will unveil three new styles, including a square-toe bootie, Adult's most recent last development.

USER ENGAGEMENT

And because we want Adult to be a community, and because it's essential to us to interact and include our costumers, we share the steps of our products development with our ever-growing online audience. Through re-occuring studio-sights posts, we keep our entourage updated and involved with the evolution of our creative process.

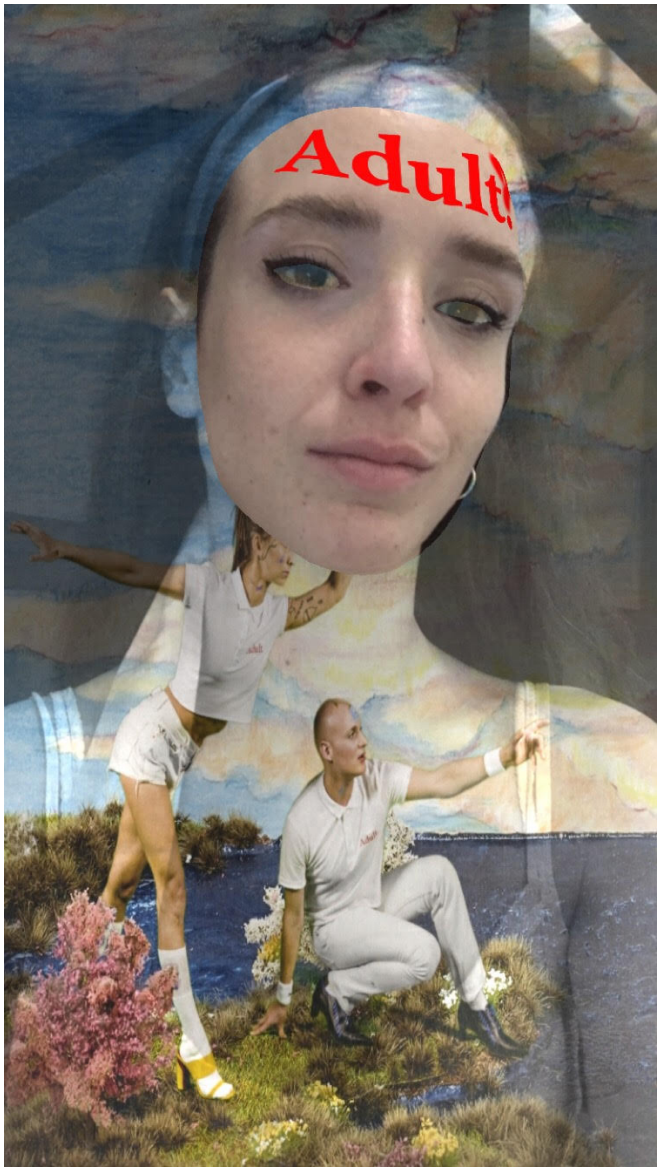




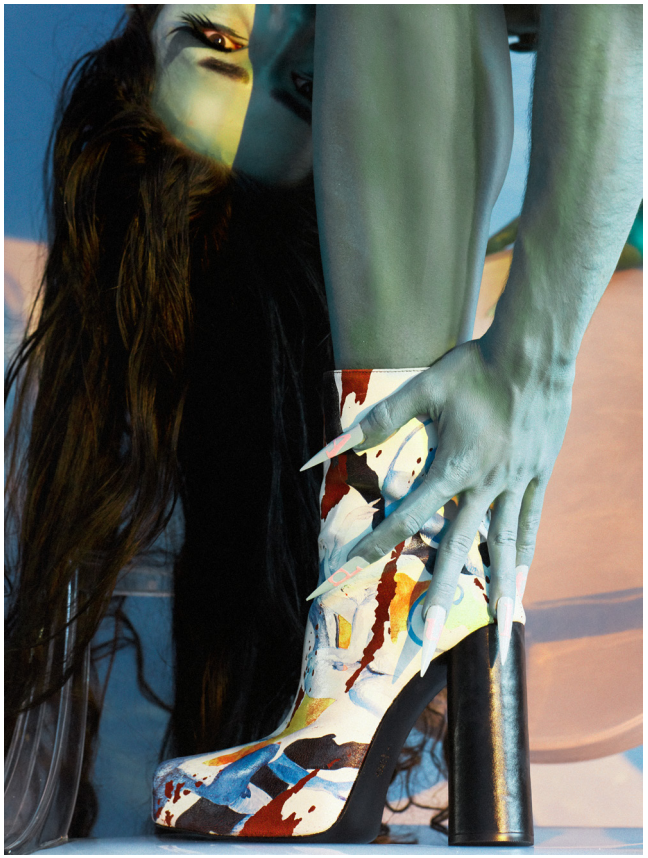


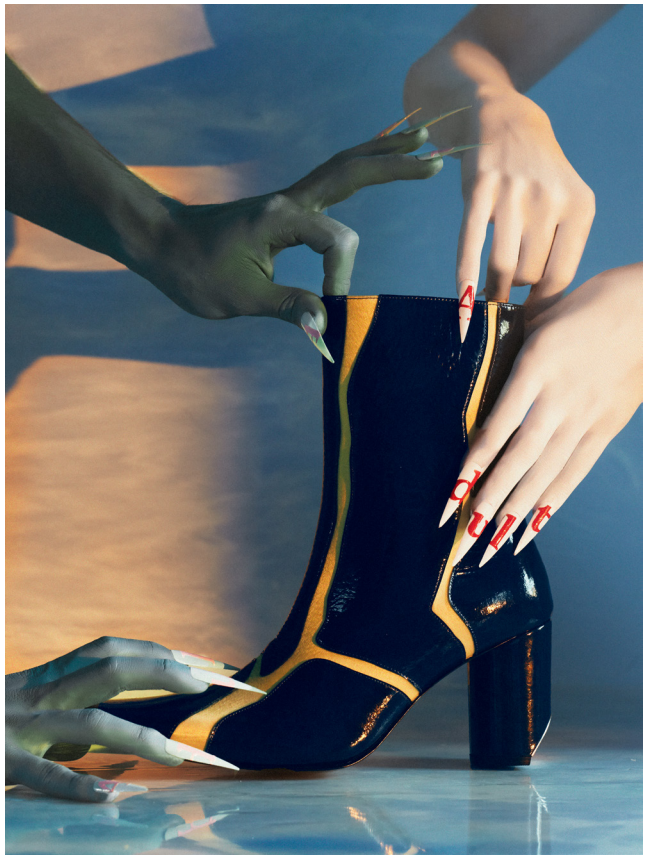
We are aware that the world is changing faster than ever. Technologies develop, inspire users, that inspire technologies. Because we believe that now is the most exciting time to develop innovative concepts and ideas, we have been focusing part of our creative research into developing easy,

interactive tools that allow our users to take direct part to our story, and expand our reach. Our focus is and will be around exploring, experience and enjoy playing with identity and specifically gender identity.



An example of that is the launch, in 2019, of the first ever Adult Instagram face-morph filter





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