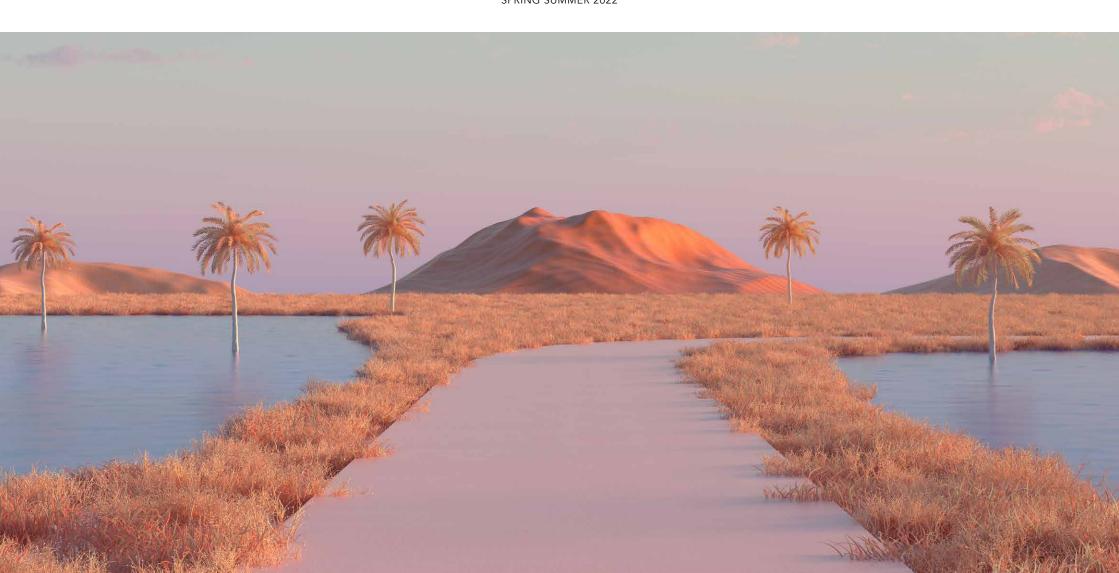
ADEAM SPRING SUMMER 2022



For the ADEAM Spring & Summer 2022 collection, designer Hanako Maeda presents a getaway to ADEAM Island, a virtual tropical isle to satisfy your wanderlust. With tactile fabrics, evocative colors, and applications of new techniques, ADEAM hopes to take its wearers on a sartorial escape.

Upon arrival, you will be introduced to ADEAM's new Island Print. Dresses, skirts, and jumpsuits in crisp satin twill are festooned with hibiscus, palm leaves, and other tropical vegetation. The wrap blouse with puffed sleeves is the brand's take on an Aloha shirt.

The Macrame Lace is this season's novelty fabric. Made of fine strips of lace, the fabric is cut in different directions to highlight the stripes, and delicate ruffles are used to break up the lacework. These airy dresses feature the brand's sharp, feminine tailoring, using seamlines to define the pieces' architecture.

The brand's best-selling **Angel Hair** Cotton yarn mimicks the look of macrame and basketweave, and the chunky cotton yarn appears in easy pullover sweaters and button-down cardigans. Mixing knits with woven fabric, the **Fine Gauge Cotton** appears in looks where fine ribs are combined with voluminous woven skirts as well as in more minimal silhouettes. These pieces showcase the brand's signature ruffled necklines, which are echoed in the tailored silhouettes.

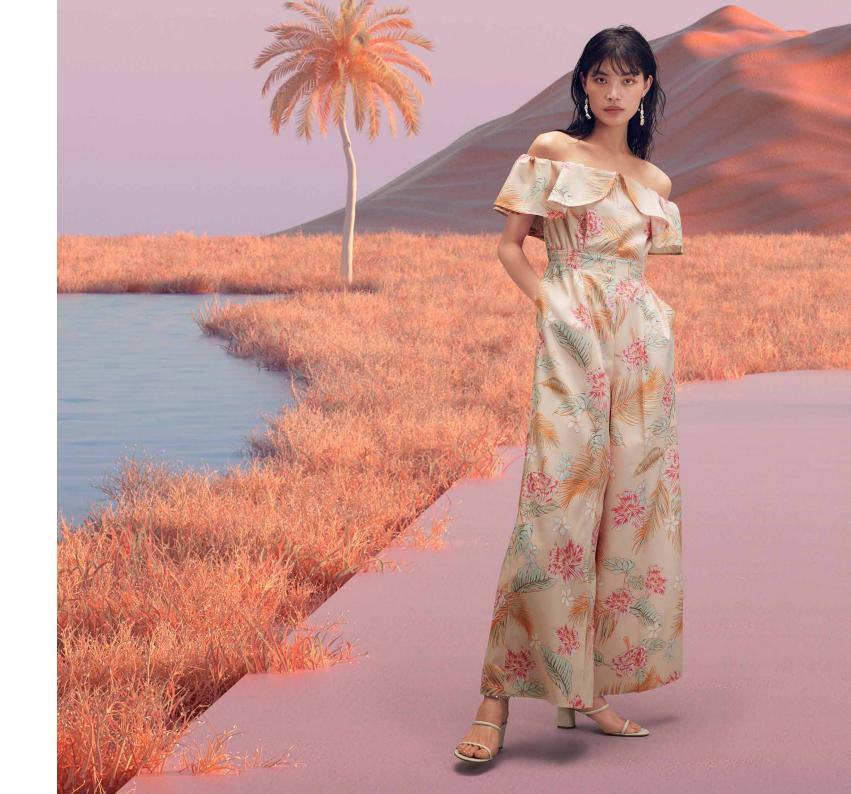
The **Shibori Poly Chiffon**, which takes its name from the traditional Japanese shibori tie-dye, is found in relaxed A-line silhouettes as well as more elaborate pleated ones. Like the technique used in the Macrame Lace pieces, the pleats is used to break up the artwork of the print with asymmetrical placements of the fabric at the sleeves and on the body.

Tailoring this season is abound with relaxed, summertime vibes. Cropped jackets, pencil skirts, bustiers, and sailor shorts come in Summer Tweed—a subtly striped mélange in beige, navy, and white—and Windowpane Twill—a lightweight denim "plaid" woven with white cotton yarn. The sharp separates can be donned in a traditional suit set or worn on their own to anchor more playful looks. Each of these styles is trimmed with custom rope buttons to give a shimmer of silver at the closures and pockets.

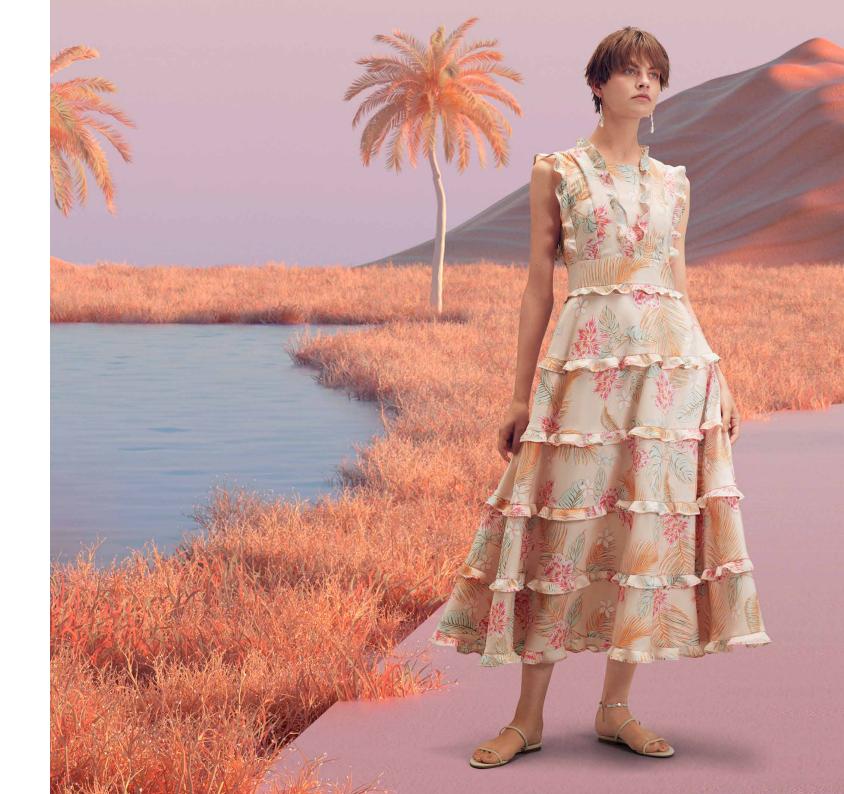
The **Modern Linen** in sultry shades of hibiscus, white jade, and primrose pink are cut into openneck shirts, shirt dresses, tailored pants, and fitted frocks. **Cotton Suiting** pieces are adorned with miniature bow ties or pressed pleats. Even with darts, pressed pleats, and sharp collars, ADEAM brings the island mood to the board room.

Before leaving the island, don't forget to pick up a screen-printed tee in the **Tropical Logo Print** as a souvenir. We hope you enjoyed your time on ADEAM Island.



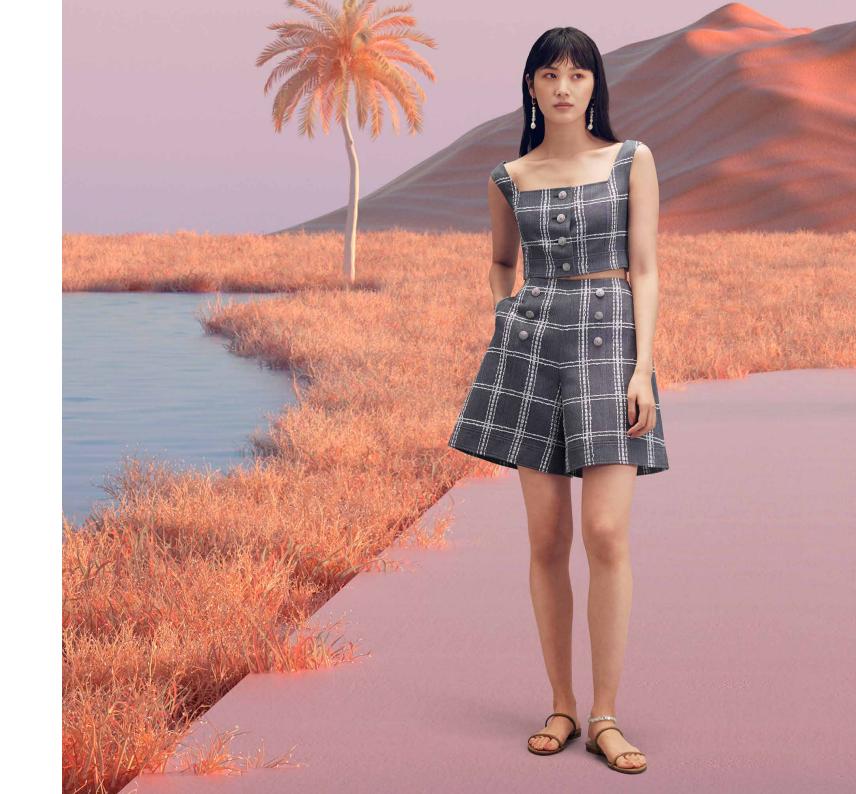












LOOK 8





LOOK 10



White Multi-Color Print Paradise T-shirt Sand Beige Coco Tweed Shorts

LOOK 11



Sand Beige White Trim Coco Tweed Knit Cardigan Sand Beige Lagoon Pant

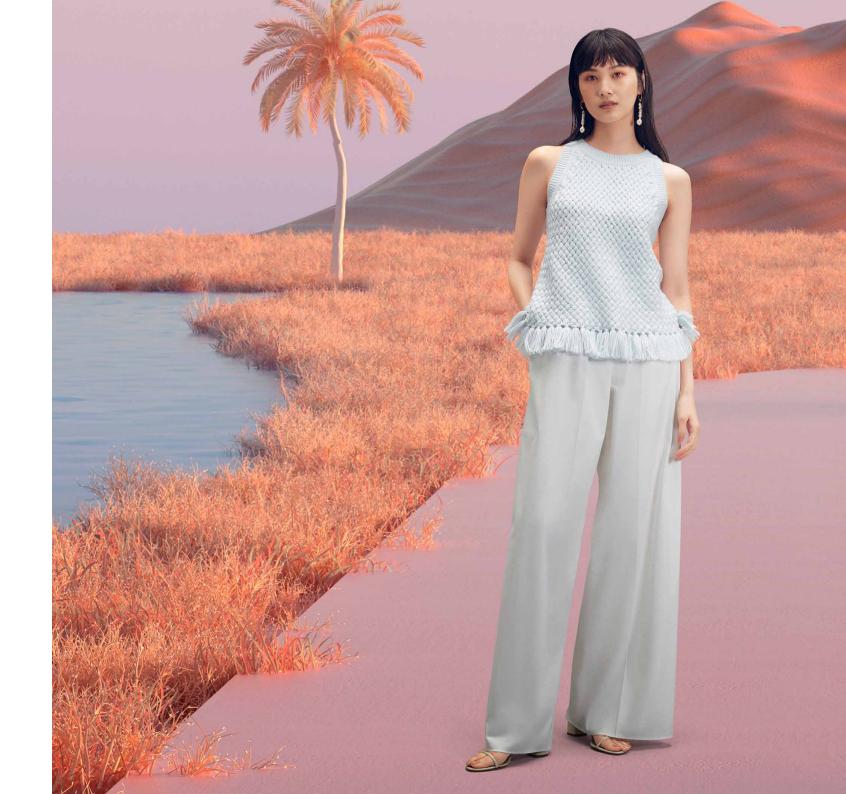






Mist Blue Beachside Sweater Mist Blue Palm Tree Skirt











LOOK 18





Black White Print Paradise T-shirt Black Hibiscus Skirt









White Sail Blouse Black Lagoon Short Pant





HANAKO MAEDA Designer

Hanako Maeda is the Founder and Creative Director of ADEAM — a brand with an 'East meets West' aesthetic that fuses inspiration sourced from Hanako's upbringing spent between Tokyo and New York City. ADEAM is known for using traditional Japanese techniques on modern silhouettes. After studying Art History at Columbia University, Maeda moved back to Tokyo to work for her parents' fashion house, FOXEY— a luxury lifestyle brand founded in 1980 that has expanded to 18 standalone stores in Japan. In 2012, she went on to launch her own New Yorkbased fashion line, ADEAM, originating from her family name, Maeda. Her collection debuted at New York Fashion Week for Fall 2013, and the brand now has over 20 stockists worldwide and three stores in Tokyo, including the flagship store at Tokyo Midtown in Roppongi. In addition to expansion in distribution, ADEAM has built a strong celebrity following regularly dressing names such as the former first ady Michelle Obama, Oprah Winfrey, Anne Hathaway, Brie Larson, Gemma Chan and Queen Rania of Jordan.

ADEAM continued to expand its fashion ethos by collaborating with internationally renowned tennis star, Naomi Osaka in Fall 2020. This collaboration fused traditional and modern aspects, resulting in a collection that is intellectual, feminine, and "kawaii". The capsule collection was inspired by Hanako Maeda and Naomi Osaka's Japanese heritage and their affinity for a powerful feminine aesthetic. Today, ADEAM continues to evolve and grow its name throughout the fashion industry with an aim to inspire and empower women through its collections.

Model

Alisha Nesvat @donna models Aria Polkey @tomorrow tokyo Elena Zinchenko@wizard models Hanna Frolova@tokyo rebels Kiko Arai @donna models Rina Fukushi @ipsilon

Photographer

Yusuke Miyazaki @sept

Stylist

Miyuki Uesugi @3rd representative

Kenichi for Sense of Humour @eight peace

Make-up

Sada Ito for NARS Cosmetics @donna

Production

STOIQUE

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