

ADEAM

SPRING SUMMER 2022



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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 open-neck 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.

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LOOK 1



ADEAM Island Print Monstera Blouse
White Jade Daydream Pant

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LOOK 2



ADEAM Island Print Paradise Jumpsuit

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LOOK 3



White Jade Pareo Knit Top

ADEAM Island Print Hibiscus Skirt

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LOOK 4



ADEAM Island Print Hibiscus Dress

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LOOK 5



Hibiscus Palm Tree Dress

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LOOK 6



Hibiscus Daydream Blouse
Primrose Daydream Pant

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LOOK 7



Dark Navy Coco Plaid Top
Dark Navy Coco Plaid Shorts

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LOOK 8



Dark Navy Coco Plaid Jacket
White Lagoon Pant

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LOOK 9



Sand Beige Coco Tweed Dress

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LOOK 10



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

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LOOK 11



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

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LOOK 12



Sand Beige Paradise Knit Dress

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LOOK 13



White Lagoon Dress

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LOOK 14



Mist Blue Beachside Sweater
Mist Blue Palm Tree Skirt

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LOOK 15



Mist Blue Basketweave Knit Top
White Lagoon Pant

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LOOK 16



Mist Blue Pareo Dress

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LOOK 17



Mist Blue Shibori Daydream Dress

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LOOK 18



Mist Blue Shibori Palm Tree blouse
White Lagoon Short Pant

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LOOK 19



Black White Print Paradise T-shirt

Black Hibiscus Skirt

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LOOK 20



Black Rainfall Dress

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LOOK 21



White Sail Dress

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LOOK 22



White Hibiscus Top
White daydream Pant

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LOOK 23



White Sail Blouse
Black Lagoon Short Pant

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LOOK 24



White Hibiscus Dress



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 York-based 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

Hair

Kenichi for Sense of Humour @eight peace

Make-up

Sada Ito for NARS Cosmetics @donna

Production

STOIQUE

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