

ADEAM

Spring & Summer 2021 Collection

The seventeenth century poet Matsuo Bashō once characterized the stillness of Japanese summer by the sound of cicadas. The haiku is one of the many odes the itinerant Basho wrote for about travelling during this magical time in Japan, a season that elicits images of lively riverside firework displays, the playful peal of the furin wind chime, and of course, the ever-present cicadas. Like Basho, many travelers are drawn to Japan for its seasonal delights, and this summer, these travelers were very much missed in Tokyo. In light of the international travel restrictions, we hope to bring our global audience a little bit of Japanese summer with the ADEAM Spring/Summer 2021 collection.

To evoke the season, we began with the sense of touch, honing in on the fabrications and cut. Linen and cotton—traditional textiles used to make yukata, the informal summer kimono worn to summer festivals and hot springs—appear in many forms. The breezy tiered shirt dress, draped twisted top, and cropped wide-leg pants come in Indigo and Camel Striped Linen. The more feminine pieces, like the tiered bustier dress with a cascading skirt and the drawstring safari shirt, appear in Modern Linen, a fabric with an organic, cool-to-the touch texture that is both wrinkle-resistant and machine-washable. The brand's signature silky Japanese Crepe returns this season in simpler styles—a hoodie dress with a flounce hem, a sleeveless scarf top, and a pleated draped dress. The Japanese Cotton Poplin, another signature fabric, with its satin-like finish matches perfectly with the more formal silhouettes in the collection. Finally, utilitarian tailoring is offered in a soft trench coating. The wide leg pants and shorts, while tailored, are comfortable thanks to the light stretch in the fabric. The relaxed pieces are perfect to wear on a voyage, whether it be a physical one in the future or one of your imagination you take from home.

The palette reflects the shades of the season—the bright blue of the cloudless sky, the dusky orange of the dog-day afternoon and the olive, indigo, and camel of summer vegetation. The colors are combined in a bright watercolor print, creating linear movement in both voluminous and sleek shapes.

While we couldn't invite guests to the world of ADEAM this season, we wanted to find a way to deliver the brand's spirit to our audience abroad. This desire resulted in a collection video shot on the grounds of Meiji Kinenkan, a reception hall built in 1881 to welcome important guests from abroad to the Akasaka Temporary Palace. A stone's throw away from Harajuku, the heart of Tokyo street style, this juxtaposition of the old and the new is very much a part of ADEAM's DNA. The lush, manicured greenery made for the perfect backdrop to invite our guest to view the ADEAM Spring/Summer 2021 collection and to get a taste of both modern and traditional Japan.

"The journey itself is my home," wrote Bashō. While journeying is not quite possible at this time, we hope the ADEAM Spring/Summer 2021 collection and the video will, even for just a moment, satisfy your wanderlust and take you on a journey to Japan. We hope to see you in person by next spring.



Look 1

Camel Safari Poncho
White Orchid Knit Dress



Look 2

White Obi Top
Camel Sunflower Bustier Top
Camel Safari Shorts



Look 3

Camel Obi Top
Camel Hakama Pant



Look 4

Camel Sunset Sweater
Camel Hakama Pant



Look 5



Look 6



Look 7



Look 8

Watercolor Stripe Printed Sunset Dress
Camel Safari Bootleg Pant

Raspberry Calla Lily Top
Raspberry Safari Bootleg Pant

Raspberry Asagao Knit Top
Raspberry Yukata Skirt

Watercolor Stripe Printed
Suiren Dress



White Beach Hoodie
White Sunflower Dress



White Calla Lily Top
White Hakama Pant



White Suiren Dress



White Dahlia Dress
White Sunflower Bustier Top
White Safari Shorts



Look 13



Look 14



Look 15



Look 16

Black Calla Lily T-Shirt
Black Safari Bootleg Pant



Black Suiren T-Shirt
Black Hakama Pant



Sky Blue Musubi Top
Sky Blue Iris Pant



Sky Blue Hozuki Dress
White Iris Pant



Indigo Yukata Top
Indigo Hakama Pant



Indigo Obi Top
Indigo Safari Shorts



Olive Safari Jacket
Olive Sunflower Bustier top
Olive Safari Shorts



Camel Safari Vest Dress
White Haneri Blouse
Camel Safari Bootleg Pant

