

NEW ADOPTED 5C CASES MAKE HOLIDAY GIFT GIVING SIMPLE, AND ELEGANT

Soho, NY – November 05, 2013 Personal accessories brand ADOPTED has introduced four new cases for iPhone 5c, including a sneak peek of the Victorian Silhouette – a laser-etched graphic case featuring ornate Victorian scrollwork on ADOPTED's signature continuous curved surface. Updated for the iPhone 5c, their popular and protective Lens Case line for Fall 2013 includes a Clear option, as well as the pristine Ceramic White and elegant Satin Black. Perfect for holiday giving, the new Silhouette and Lens cases for iPhone 5c are available online in The Adopted Shop for \$29.95.

Victorian Silhouette Case: www.getadopted.com/cases/silhouette-case

Lens Case: www.getadopted.com/cases/lens-case/?collection=iphone5c

The **ADOPTED Victorian Silhouette** is the brand's first graphic case release and is part of the new Silhouette series. Perfectly conforming to the iPhone 5c, it imbues an effortless elegance without detracting from the phone's playful character. The Victorian Silhouette will be available December 2013.

"We initiated our graphic offering with the Victorian case, because the intricate pattern we were able to achieve with laser etching was a fun counterpoint to the vibrant iPhone 5c colors," says David Watkins, ADOPTED's CEO and design lead.

The **ADOPTED Lens Case** line remains one of ADOPTED's core favorites, owing to its simple, clean aesthetic and comfortable in hand feel. The new Clear Lens for iPhone 5c is a glossy, low profile case, which is completely transparent. The Ceramic White has a subtle



matte coating to contrast with the iPhone 5c's glossy shell, while the Satin Black has a velvety soft-touch finish that feels great in the hand. They feature the same flowing contours that make the Lens such a great case for connecting the user with the device, and are precision crafted to ADOPTED's highest standards.

"The iPhone 5c colors make a strong statement, and sometimes you just want a case that isn't there. Our Clear Lens is inconspicuous and sturdy," says COO Nora Levinson. "Alternatively, the Ceramic White and Satin Black complement the phone so the iPhone 5c colors become striking accents."

For more information, please visit getadopted.com, facebook.com/getadopted, and twitter.com/getadopted



About ADOPTED: Since its inception in 2012, ADOPTED has quickly established itself as an exciting and distinctive voice in the personal accessories space. Founded in Shanghai by long-time friends and collaborators David Watkins and Nora Levinson, ADOPTED's mission is to create authentic, precision-crafted products which integrate seamlessly into our daily lives – fashionable and functional extensions of ourselves that are a tribute to the technology they support. The ADOPTED collections for Apple iPhone and iPod, including the award-winning Leather Wrap Case, continue to evolve and expand through the pursuit of specialty materials, spirited color combinations, and unique finishes. With growing brand awareness and its international team of designers, engineers, and craftspeople, ADOPTED is also a sought-after product development partner. Now headquartered in Soho, New York, ADOPTED's considered approach and focus on craftsmanship is fast becoming the benchmark for luxury fashion accessories.

To learn more about ADOPTED, visit www.getadopted.com.