

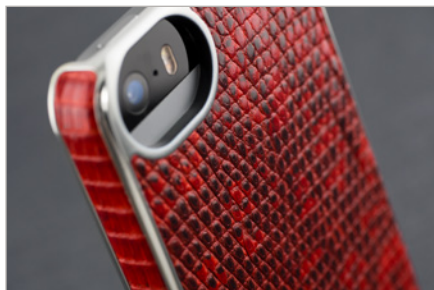
## ADOPTED CRAFTS EXCLUSIVE EXOTICS COLLECTION FOR BARNEYS NEW YORK

**Soho, NY – November 20, 2013** Personal accessories brand **ADOPTED** launched their exclusive collection for luxury retailer **Barneys New York**, featuring genuine Ostrich, Lizard, and Python exotic leather iPhone 5/5s cases. These exquisite hand-crafted cases are available in 18 new styles, and are only available at Barneys New York and online at Barneys.com. The ADOPTED collection for Barneys New York is available for pre-order **now**, with delivery expected in early December 2013.

ADOPTED paired the new exotic leathers with metallic accents in Gold, Rose Gold, Silver, and Gunmetal; creating distinctive combinations including Ostrich in Sumatra Brown on a Silver frame, Cobalt Blue Python with Gold, and Black Lizard with Rose Gold metallic accents. The interior of each case is laser engraved with an "ADOPTED xo Barneys New York" logo for this exclusive collection. The Ostrich selections are available for \$225, with Lizard cases at \$180 and Python at \$165. The collection also includes four exclusive new pebble leather styles, offered at \$60 each. Each case comes in a premium gift box, custom-designed and hand-built by ADOPTED.

"I worked with the team to individually select each panel of leather for its distinctive markings and texture, which we then paired with a complementing metallic finish," says COO Nora Levinson. "Every case has been made with the utmost care and attention to detail. The ADOPTED collection for Barneys is the next evolution of our signature Leather Wrap design."

"Barneys is the perfect showcase for the level of craftsmanship that we put into all of our products at ADOPTED," says David Watkins,



CEO of ADOPTED. "The curated selection of apparel and accessories at Barneys has had a major influence on my own personal style, and I took inspiration from that rich tradition of luxury while designing the line. We are delighted with the results."

**For more information, please visit [getadopted.com](http://getadopted.com), [facebook.com/getadopted](https://facebook.com/getadopted), and [twitter.com/getadopted](https://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](http://www.getadopted.com).