

ADOPTED INTRODUCES FALL 2013 LEATHER COLLECTION FOR IPHONE 5 AND 5S

Soho, NY – September 10, 2013 Personal accessories brand ADOPTED is introducing two new leather styles for Fall 2013; the vintage-inspired **Leather Frame Case** and the **Leather Folio**, both for iPhone 5 and 5s. These new cases borrow several design cues from ADOPTED's Red Dot Award-winning Leather Wrap Case, including their patent-pending metallic frame and unique application of leather inlays. The new collection is available for pre-order in **The Adopted Shop**, with delivery set for early October. The Leather Frame Case is \$39.95 and the Leather Folio is \$59.95.

Leather Frame Case: www.getadopted.com/cases/leather-frame-case

Leather Folio: www.getadopted.com/cases/leather-folio

The **ADOPTED Leather Frame Cases's** two-piece interlocking construction offers a clean, minimalist design, while providing substantial protection to the outer bezel of the iPhone 5. The metallized frame with its inlays of genuine full-grain leather elegantly showcase the iPhone and provide an un-paralleled level of craftsmanship.

"The Leather Frame Case is really a tribute to the iPhone's form and function - that instills just a touch of the ADOPTED aesthetic," says CEO David Watkins. "We really listened to our customers who want a protective case, but with a clear view of the front and back of the device." →



Initial color schemes at launch will include Pewter/Gunmetal and White/Gold, with other options following in the coming months. Installation is by way of an easy, two-piece locking mechanism. ADOPTED is taking pre-orders for the new Leather Frame Case at www.getadopted.com/cases/leather-frame-case.

The **ADOPTED Leather Folio** takes another approach, appealing to those who desire not only a more encompassing solution, but an integrated interior card pocket. The Leather Folio is genuine full-grain leather on the exterior with a soft suede interior to protect the iPhone display. The Leather Folio features front, back, and side protection of the device, easy snap-in installation, and full access to all buttons and ports.

"We're really pleased to be expanding our leather offering to three different designs," says Nora Levinson, COO of ADOPTED. "Our phones are such an important aspect of our personal style and we want people to be able to complement their individual tastes."

The ADOPTED Leather Folio is the perfect combination of features for those who require distinctive styling and mobile utility. At launch, the Folio will be available in Pewter/Silver and White/Gold. ADOPTED is taking pre-orders for the new Leather Folio at www.getadopted.com/cases/leather-folio

For more information on these and the full ADOPTED product line, 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 new 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.