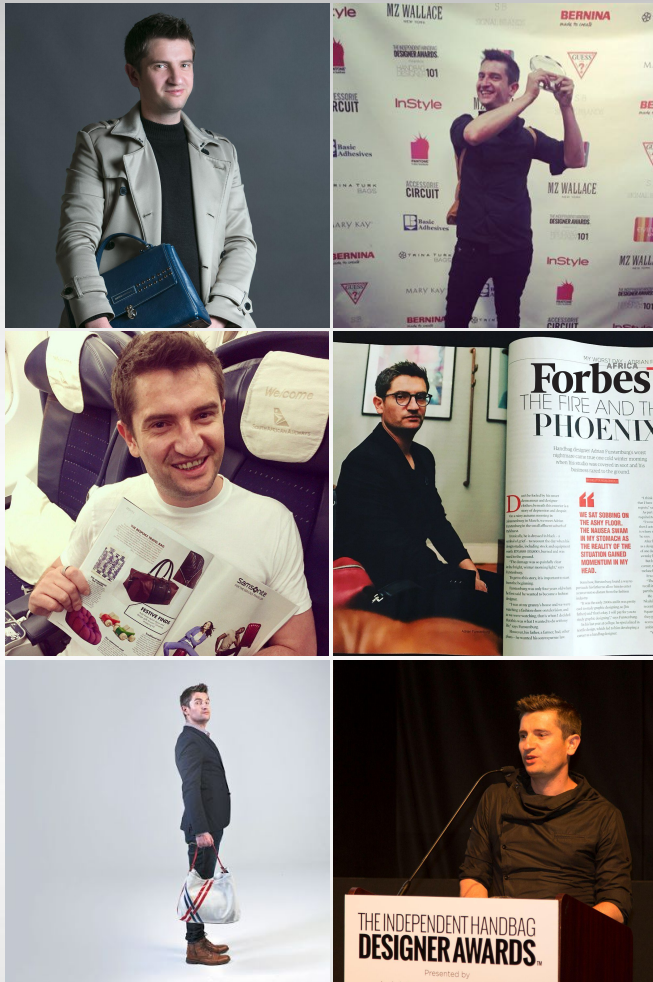




building an amazing **AF** brand





This story begins in 2016. After winning a prestigious award for handbag design in New York, I left a PR and marketing job to launch my own label. I had some incredible successes, but also faced many start-up challenges.

In 2019 I made the bold decision to move the business to Asia.



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We are pre-launch, and our goal is to be the *go-to brand* for custom, personalized leather goods.

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WE CREATE

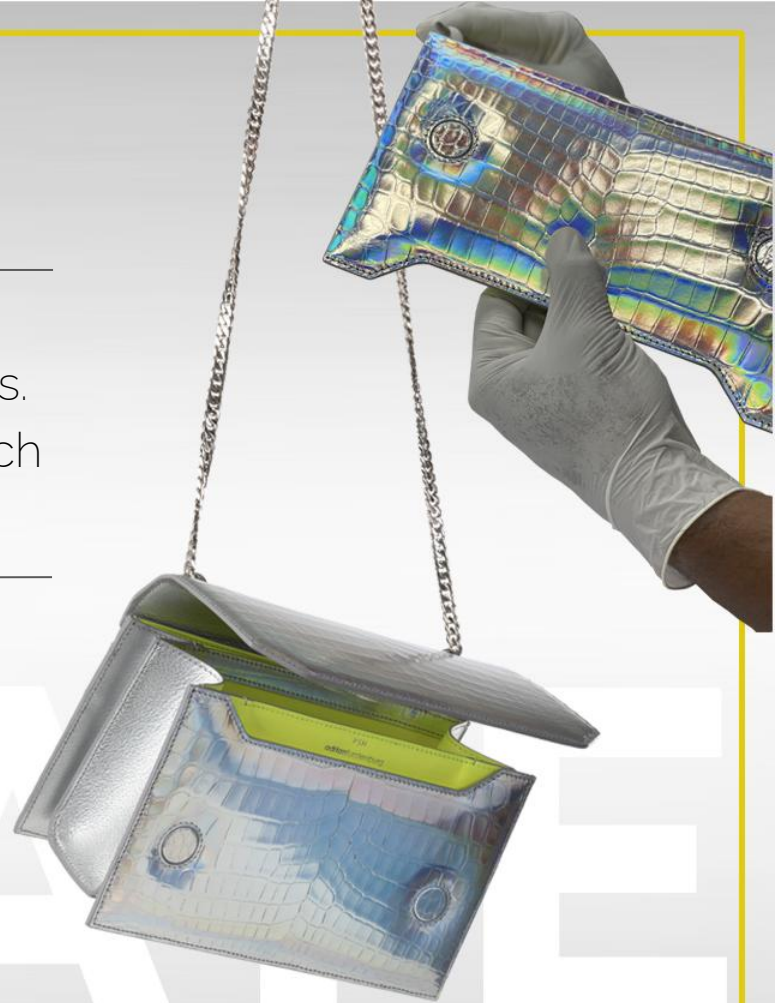




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A range of customisable pieces, from exquisite handbags to small leather goods. Clients can have each piece made to match their aesthetic and practical needs.

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# CREATE



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We create each piece with ethically sourced leathers, luxurious hardware, and our tessellated lining at a state-of-the-art atelier in Singapore.

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CREATE





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We walk clients through a *design tarot* to discover their design DNA from their personality, aesthetic, favourite colours, and other details. We bring that DNA to life with our menu of materials.

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# CREATE



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We match details like hardware and straps, and then have some fun with edge paint. To finish, we add a personal message or unique symbol for the client, hand-painted by our amazing marquage artist.

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# CREATE





WE CHALLENGE THE  
STATUS QUO



Fast fashion is a notoriously wasteful industry - people who work in dire conditions make mass-produced junk which floods the planet with excess inventory that is never sold, and sent to be burned.



# STATUS QUO





The Covid-19 pandemic was the curtain call for this unsustainable model. With no more seasonal runways, billions in unsold stock, and eventual store closures, payments to factories were delayed or cancelled.

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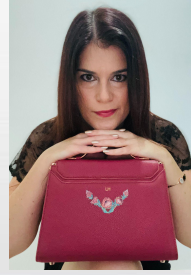
# STATUS QUO





WE GIVE JOY

# HAPPY AF CLIENTS





WHO WE ARE



# THE AF TEAM



ADRIAN  
FURSTENBURG  
FOUNDER AND CREATIVE  
DIRECTOR



MARTA  
CHEREDNIK  
HEAD OF PRODUCT



IVAN  
HONG  
CHIEF COMMERCIAL OFFICER



STEVEN  
HARSONO  
HEAD OF PEOPLE & CULTURE





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Adrian Furst takes the designer handbag back to its truest form - by fusing technology with traditional handbag craftsmanship

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WE INNOVATE



We are developing a 3D configurator with our partner in NYC to recreate the in-store atelier experience on a mobile device

# INNOVATE





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Customise your chosen pieces in a user-friendly, delightful digital experience.

Schedule for a video call with a stylist for a more personalized touch.

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INNOVATE



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#ColourfulAF range of leathers are inspired by the colours of Singapore: Raffles Orange, Merlion White, Night Safari black and many more.

Request for leather samples to be delivered to your address.

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INNOVATE

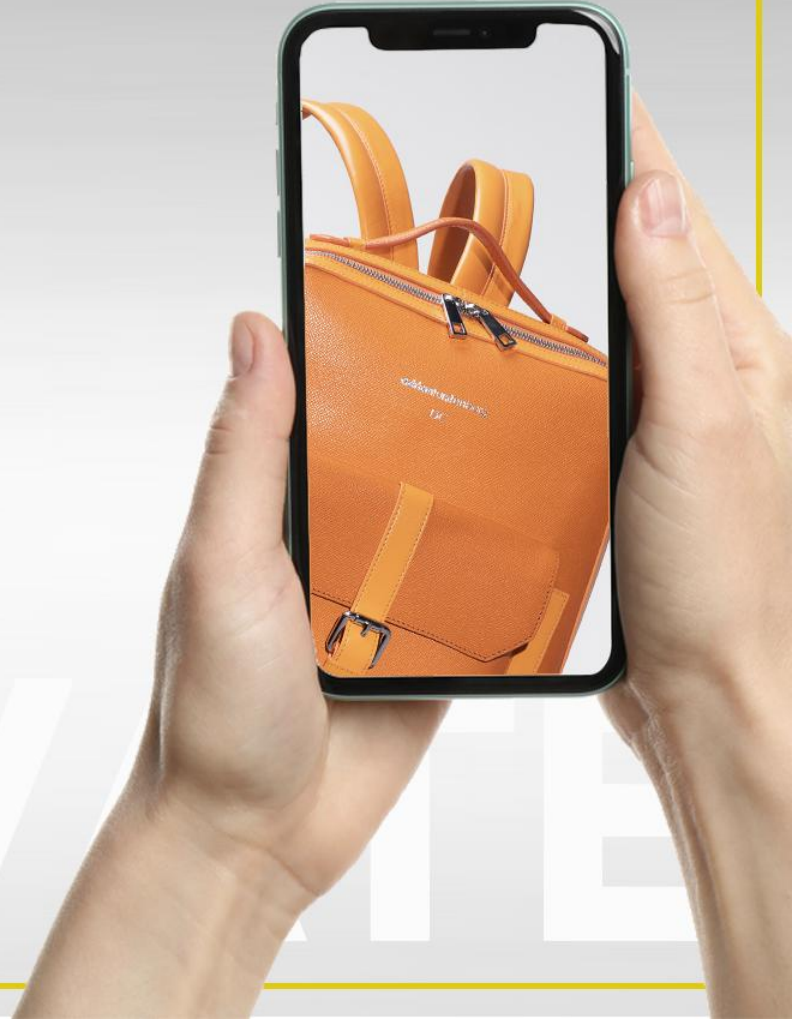


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Visualize the customized product virtually  
before it gets made.

We are working to develop photorealistic  
3D assets that will be as beautiful as the  
product in real life.

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INNOVATE

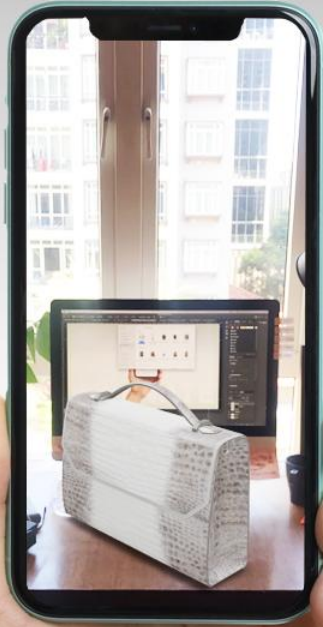


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Experience your customized product in your home or wardrobe with a true-to-size augmented reality model.

The future of fashion is now.

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# INNOVATE



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OR create a digital artwork in the form of an NFT. Pure creative genius and freedom of expression.

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# INNOVATE



WE MOVE FORWARD





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We are proud to announce a collaboration with renowned digital artist, Charles Bentley, from New York to create breathtaking artworks for our new collection.

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ADRIAN FURSTENBURG WILL  
LAUNCH A COLLECTION OF  
4 SIGNATURE BAGS AND  
4 SMALL LEATHER GOODS  
IN AUGUST 2021

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*The fully customisable collection will be inspired by Singapore's harmonious balance between futuristic architecture and beautiful botanics.*