ANDRE BAC

ANDRE BAC LIMITED COLLECTION *#ownthesky*

Very limited. Handcrafted in Italy. Different and unique.

For immediate release

July 5, 2021, Innsbruck, Austria - **ANDRE BAC** has launched its limited debut collection *#ownthesky* online.

#ownthesky celebrates the lifestyle and behavior of unique, bold individuals in contemporary culture by putting the theme of flying at the heart of the collection. It explores the psychosocial desire for self-fulfilment from the perspective of human beings also known as frequent travellers.

The collection focuses on a small and exclusive product portfolio and covers leather goods, ready-to-wear and accessories. All creations are only available in limited quantities.

The products are characterized by a high attention to detail, using both traditional and innovative custom-developed techniques including elaborate hand-finishing. The symbiosis of tradition and innovation is also reflected in the use of the many different high-quality and unconventional materials that come together in a single product. The collection balances luxurious italian craftsmanship with streetwear and industrial-inspired elements.

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About:

ANDRE BAC is a 21st-century fashion label rooted in multi- disciplinary contemporary culture. It celebrates the sophisticated lifestyle of a young and bold self-fulfilment oriented generation in a luxurious manner. The brand is built on the concept of reflecting lifestyle stories and its collections balance luxury craftsmanship with streetwear inspired elements. The creations come with an emphasis on combining different and unusual high- quality materials, along with the use of traditional and innovative custom-developed techniques with a high-attention to detail. With an unconventional approach, one that is not necessarily in line with the traditional opinions about seasonal men's and women's collections, AB's limited creations include men's and women's leather goods, ready-to-wear and accessories. **ANDRE BAC** offers a very exclusive product portfolio. All items have limited availability. Handcrafted in Italy.

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