

ANDRÉ BORCHERS

KIN



LUXURY MEETS STREET ART, TRADITION MEETS INNOVATION – THE NEW KIN COLLECTION BY ANDRÉ BORCHERS.

IN HIS LEATHER GOODS AND ACCESSORY COLLECTION THE GERMAN DESIGNER ANDRÉ BORCHERS COMBINES TRADITIONAL CRAFTSMANSHIP –HANDMADE IN GERMANY – WITH THE INTERNATIONAL FLAIR OF STREET ART FOR THE FIRST TIME.

PRECIOUS LEATHERS, LABORIOUS HANDCRAFT AND DETAIL WORK AS WELL AS HIGHLY UNIQUE DESIGN ARE DISTINGUISHED CHARACTERISTICS OF THE NEW KIN COLLECTION. THE ARRAY OF PRODUCTS RANGES FROM LEATHER GOODS AND ACCESSORIES TO HIGH QUALITY SCARVES.

THE KIN COLLECTION (KIN = THE FAMILY, THE RELATIVES) PORTRAYS THE BACKGROUND AND DEVELOPMENT OF ANDRÉ BORCHERS – THE COLLECTION IS DEDICATED TO HIS CLOSEST FRIENDS AND FAMILY. EACH PIECE IS NAMED AFTER AN IMPORTANT PERSON FROM THE DESIGNERS’ LIFE. THE FINELY HAND DRAWN COMIC FIGURES HAVE A PERSONAL MEANING AND REFLECT THE INDIVIDUAL AND DISTINCTIVE STYLE THE DESIGNER IS RENOWN FOR AROUND THE WORLD. NOT ONLY THE PRINT BUT ALSO EACH BAG, EACH IPHONE OR IPAD CASE ARE UNIQUE WORKS OF ART.

FOR EACH PRODUCT ONLY CAREFULLY SELECTED LEATHER HIDES ARE USED. DURING A VERY LABORIOUS PROCESS THE FLAWLESS HIDES ARE PRINTED WITH THE HAND DRAWN MOTIVE TO ACHIEVE THE HIGHEST LEVEL OF INDIVIDUALITY. ONLY WITH THIS SPECIAL PRINTING METHOD IS IT POSSIBLE TO MAINTAIN THE ENTIRE RANGE OF COLORS, WHICH ARE USED IN THE ORIGINAL MOTIVE. THE MOTIVES ARE ALL DIFFERENT AND ARE KEPT IN THE TYPICAL STREEAT ART STYLE. EVEN AFTER THE PRINTING PROCESS THE NATURAL SURFACE TEXTURE AND ELASTICITY OF THE LEATHER IS MAINTAINED. THE COLORFUL COMIC PRINTS ARE COMBINED WITH SMOOTH NUBUCK LEATHER IN THE LABELS’ CORPORATE BLUE, TURNING HANDLES AND STRAPS INTO A UNIQUE HIGHLIGHT. THE VELVETY FEEL OF THE SURFACE OFFERS A NOTABLY ENJOYABLE EXPERIENCE WHILE CARRYING THE BAG. IN THE TRADITIONAL GERMAN LEATHER MANUFACTORY EACH PRODUCT IS MADE BY MASTER CRAFTSMEN AND CRAFTED INTO A PRODUCT OF EXCEPTIONAL QUALITY. EACH PRODUCT IS CRAFTED AND SOWN BY HAND; THE MOTIVES ARE ALSO CUT INDIVIDUALLY. ZIPPERS, SEAMS AND LININGS IN “ANDY BLUE” ARE ONE OF MANY CAREFULLY SELECTED DETAILS. ENGRAVED METAL FIXTURES TOP OFF THE IMMACULATE LEATHER BAGS.

WITH THE KIN COLLECTION ANDRÉ BORCHERS FINDS A UNIQUE WAY TO COMBINE TRADITIONAL GERMAN CRAFTSMANSHIP WITH THE COOL AND ROUGH FEELING OF AN INTERNATIONAL METROPOLIS. THE GAP BETWEEN RAW STREET ART AND PUREST LUXURY IS CLOSED AND “HANDMADE IN GERMANY” GOES HAND IN HAND WITH THE CURRENT TIME AND TECHNOLOGY. EACH MOTIVE AND EACH PRODUCT IS ONE-OF-A-KIND AND ACCOMPANIES THE HOLDER IN EVERY SITUATION AND IN EVERY FASHION CAPITOL. THE SPECIAL HIGHLIGHT IS THE INDIVIDUALITY, WHICH RESULTS FROM THE USAGE OF THE PRODUCT. WITH TIME, DELIBERATE WEAR AND TEAR WILL SHOW AND THE PRODUCT WILL NOT ONLY TELL THE STORY OF ANDRÉ BORCHERS ANYMORE, BUT ALSO TELL THE OWNERS’ PERSONAL STORY. LIKE A WALL SPRAYED WITH GRAFFITI, WHICH FADES IN COLOR, THE PRODUCT WILL ALSO SHOW FADING AND SCUFFING TO ACHIEVE THE PERFECTLY INCONSISTENT AND IRREGULAR STREET ART LOOK.