

Géraldine Boubilil

ERIN ADAMSON - FRANCE - MFP 2017



Géraldine Boubilil has been a fashion enthusiast from a very young age. She began her career at Christian Dior, worked at Givenchy, Ralph Lauren and developed accessories for House of Harlow 1960 in Europe. She then decided to create her own brand and shoes were the obvious choice. The character of **ERIN ADAMSON** shoes emphasizes the lively step of the woman who wears them while asserting her style and enhancing her silhouette. The creations combine comfort and femininity to evoke an active elegance that is expressed any time of the day in any circumstance.

"**OPENMYMED PRIZE** would be a great opportunity for Erin Adamson to meet fashion experts. As a young company, it would be really helpful to get some consulting about how to narrow the brand strategy, gain some mentoring on different level such as product expertise and communication."

Site: <http://erinadamson.com/>