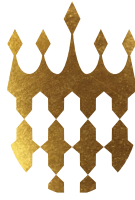


A D M  
CLUB



## ADM Club — The Hidden Atelier

A contemporary members club connecting discerning connoisseurs to objects of extreme beauty and the makers behind them.

*“I place my full trust in ADM Club and its founder, confident that they will provide their members with impeccable quality and an experience that genuinely enhances their well-being.”* — S.A.R Prince Michel of Yugoslavia

### **Press Announcement — Monaco, Principality of Monaco. 24 March 2026.**

ADM Club, launched yesterday at Les Caves de l’Hôtel de Paris to the media, began in 2023 when founder Alessia Demetz, a Monaco resident and second generation of the architectural studio DemetzArch, decided to create a community connecting makers, connoisseurs and collectors — effectively opening up her very special address book beyond her personal relationships. The result is a secret, hidden atelier for those in the know.

‘ADM’ in ADM Club stands for Alessia’s initials and represents the ethos of the company: a discerning, highly curated space for those who share the same love of luxury craftsmanship.

This closed network — located behind a membership wall, at [www.adm.club](http://www.adm.club) — is inspired by the logic of the great historical courts of Europe \*. Relationships with the artists and makers are born from an affinity of values, not from a commercial rationale. With patronage such a critical part of ADM Club’s founding ethos, long-term legacy heritage is put ahead of short-term, ‘mass market’ luxury consumerism.

Teaser film: [Unlocking ADM Club for the first time](#)

*“When you acquire something through ADM Club, you receive far more than what meets the eye. It’s personal. When I hold a piece, I feel the threads of its story; when I meet a maker, I see their reflection in what they’ve created. It sparks empathy. Part of their soul lives in each creation — a beautiful, rare act of giving oneself. I’m passionate about giving artisans a voice, so their identity isn’t stripped from the pieces they craft. That connection matters deeply. Every detail carries the imprint of human hands; every moment behind it is infused with time, mastery, and meaning.”* — Alessia Demetz

Alessia is available for interview, providing insightful commentary not just on ADM Club, but the state of the luxury industry at large. For inquiries, please contact [press@adm.club](mailto:press@adm.club)

Discover ADM Club at [www.adm.club](http://www.adm.club) or on the [App Store](#) and [Google Play](#)

\*Press kit