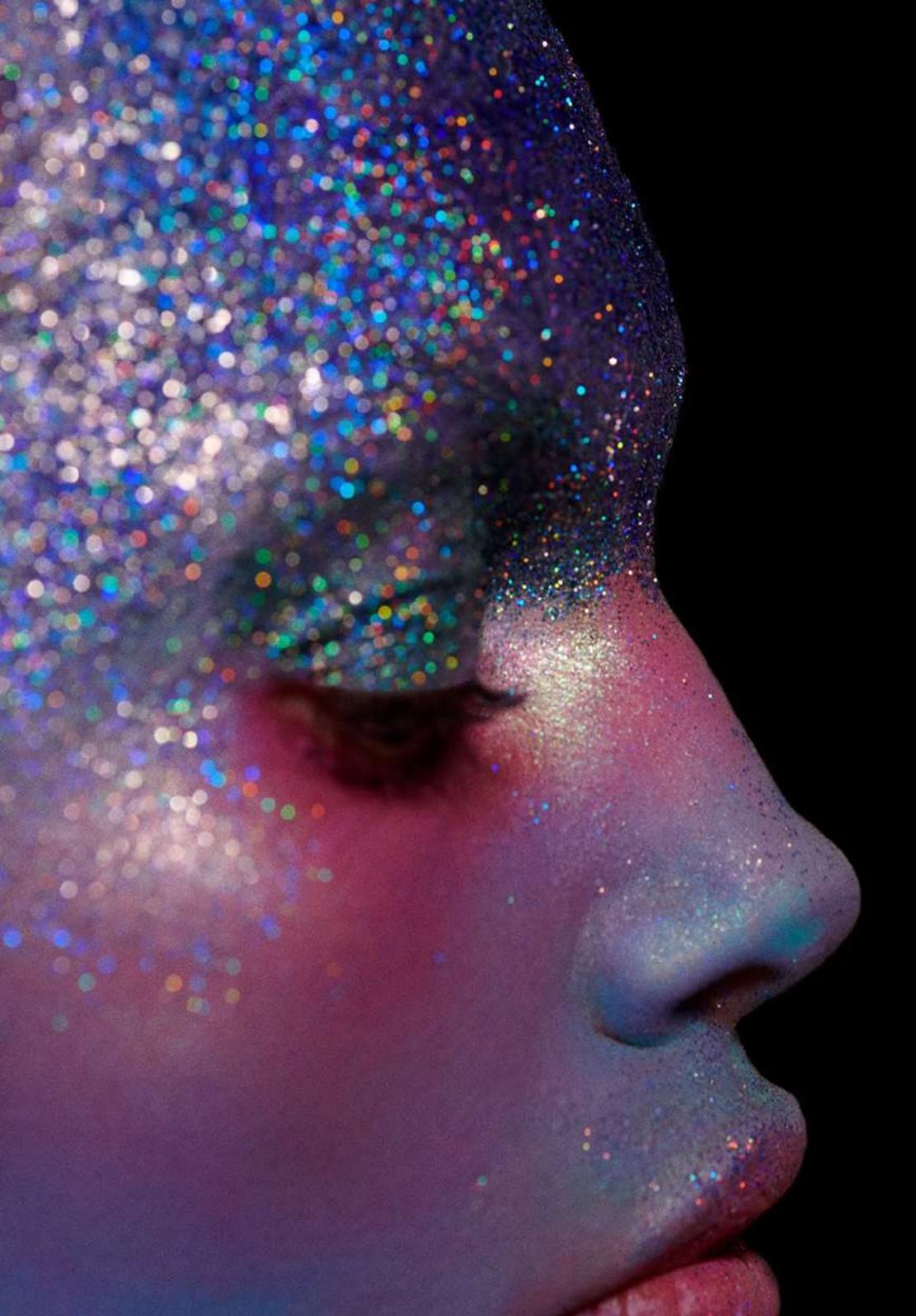


UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP BEAUTY INSPIRE:
VIOLET HUES



As the **end of lockdown looms**, consumers are **swapping minimalistic routines** for **playful colour, vibrant embellishments** and **bold aesthetics**. **Roaring 20's Beauty** draws inspiration from the **economic prosperity** and **creative resurgence** of post **World War I** and the **1918 flu pandemic**, with looks becoming spirited, expressive and free.

Violet is a key colour, seen in washes of **oil-slick texture, glitter glosses** and **graphic liners**. Optimistic hues of **yolk orange** and **watery menthol** add zest and buoyancy, providing a **life-affirming beauty palette**.

USP BEAUTY INSPIRE: VIOLET HUES

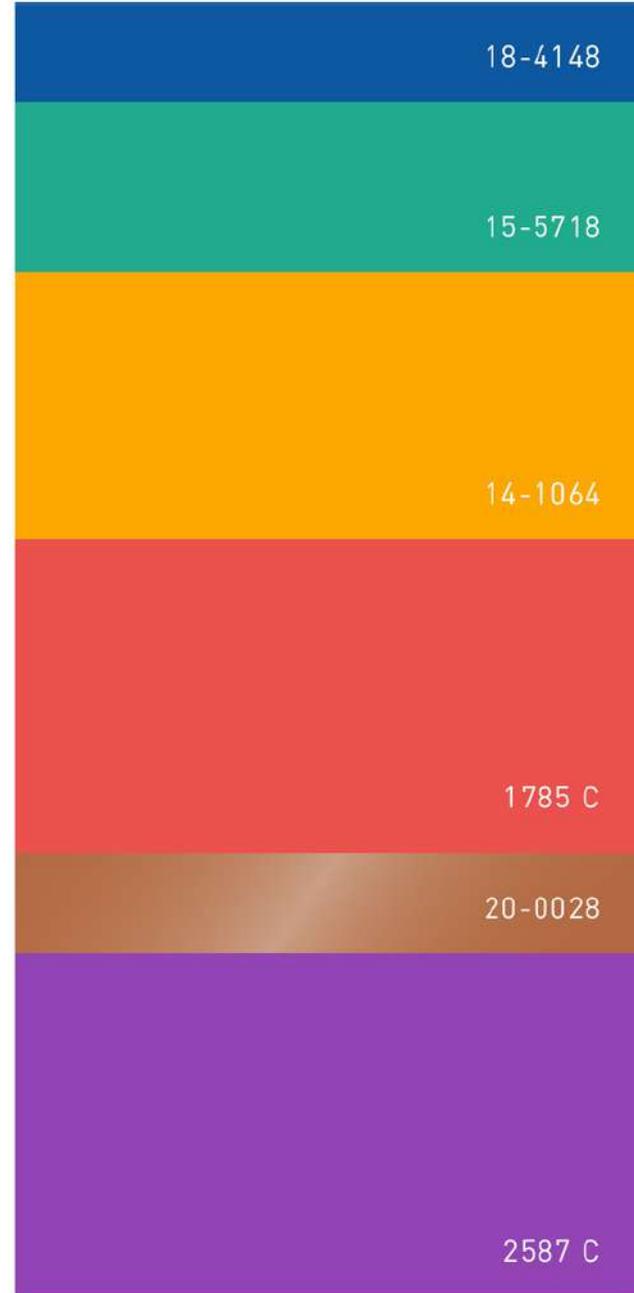
MOOD



Be inspired by tones of vibrant violet in oil-slick texture, graphic eye-liner, pigmented brows and gradient glitter lip-gloss

USP BEAUTY INSPIRE: VIOLET HUES

COLOUR



Be inspired by a palette of deep violet, blue methane and watery menthol paired with playful tones of yolk, pink promise and coral crush