

UNIQUE **S**TYLE **P**LATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
SOFT LUXURY



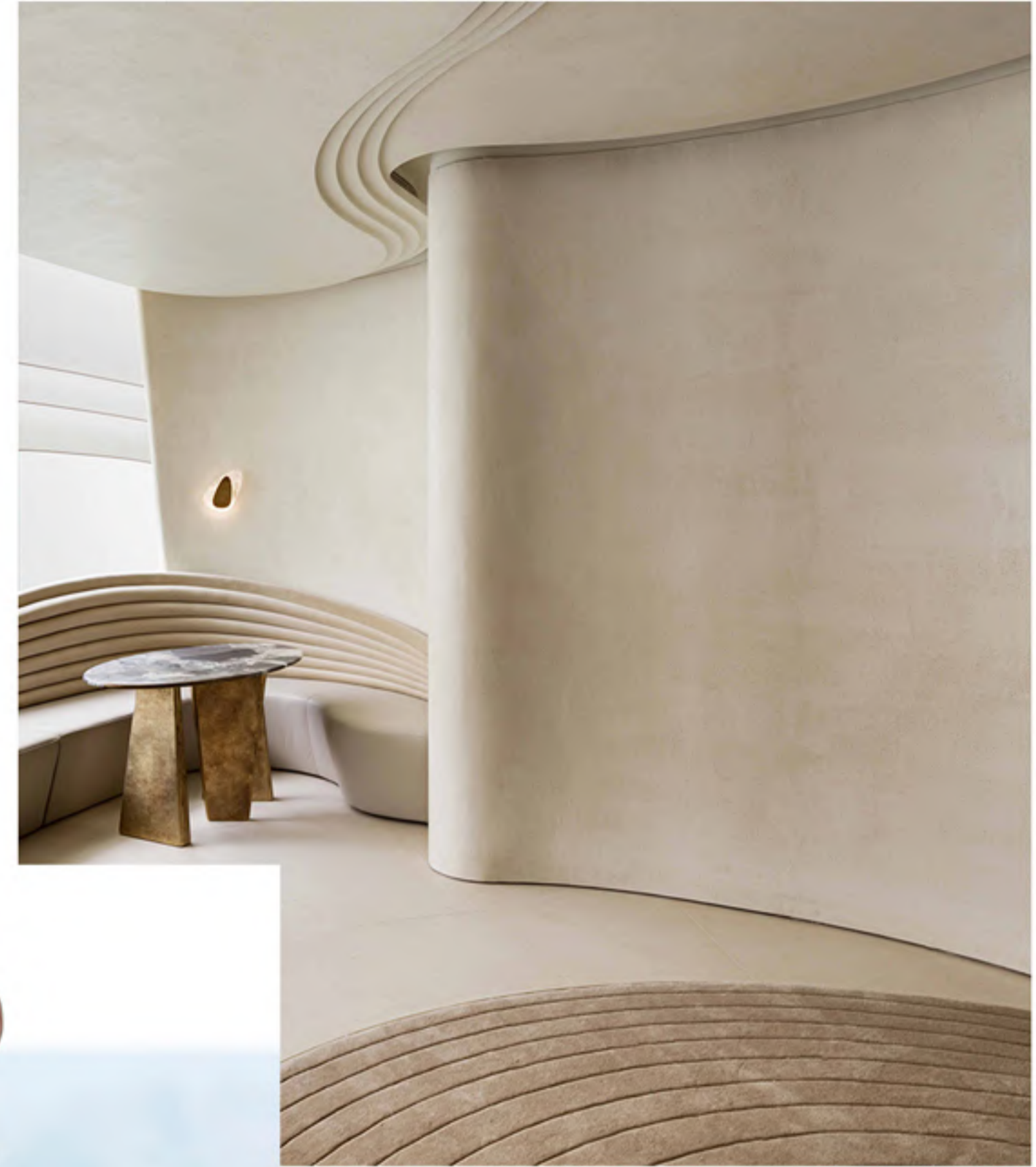
A **soft, calming** and **restorative** mood becomes the **new luxury** as **self-care** and **wellness** products, retreats and rituals, influence **fashion, beauty** and **lifestyle**.

Lorde's new music video for her latest release, *Mood Ring*, and **Amazon Prime** series *Nine Perfect Strangers* illustrate how the wellness aesthetic earns consumers trust -and money. Aspirational and influential, this look is controversial, with many criticising it for being a 'trend' rather than a genuine movement.

Leisurewear and **soft dressing** are elevated using **luxury materials** in **calming, soft shades**, to provide **comfort** and **tactility**. **Tranquil interiors** feature curved edges and **neutral palettes**, while beauty and wellness products are **luxurious** yet **understated**.

USP INSPIRE: SOFT LUXURY

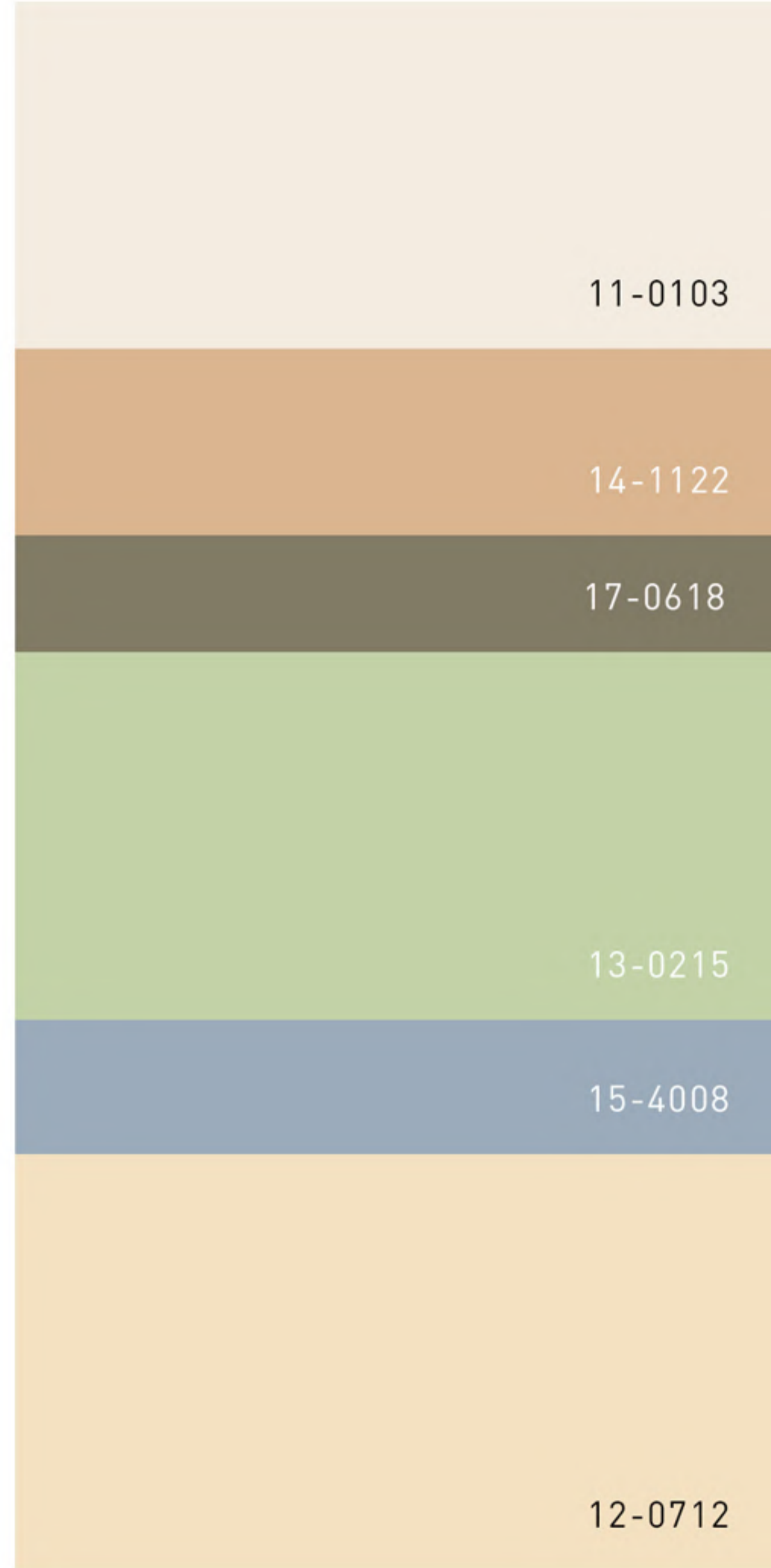
MOOD



Be inspired by elevated comfort for womens and menswear, self-care and sensual beauty products and calming interiors with soft, rounded shape

USP INSPIRE: SOFT LUXURY

COLOUR



Be inspired by a palette of calming, pastel shades consisting of faded jade, apricot tones, dusk sky and warm almond