

UNIQUE **S**TYLE **P**LATFOM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

A surreal, miniature forest scene. In the center, a clear glass perfume bottle with a spherical, iridescent cap sits on a mossy mound. To its left is a large, white mushroom with a brown cap. To its right, a small green frog with large eyes sits on a mossy mound. In the foreground, a large, purple, textured leaf is visible. The background is a lush, green forest with various plants and mushrooms.

USP INSPIRE:
PSYCHEDELIC 'SHROOMS



The popularity of **psychedelic aesthetics** is taken to another level as it is merged with **trippy influences** such as **mushroom motifs** and **woodland creatures**.

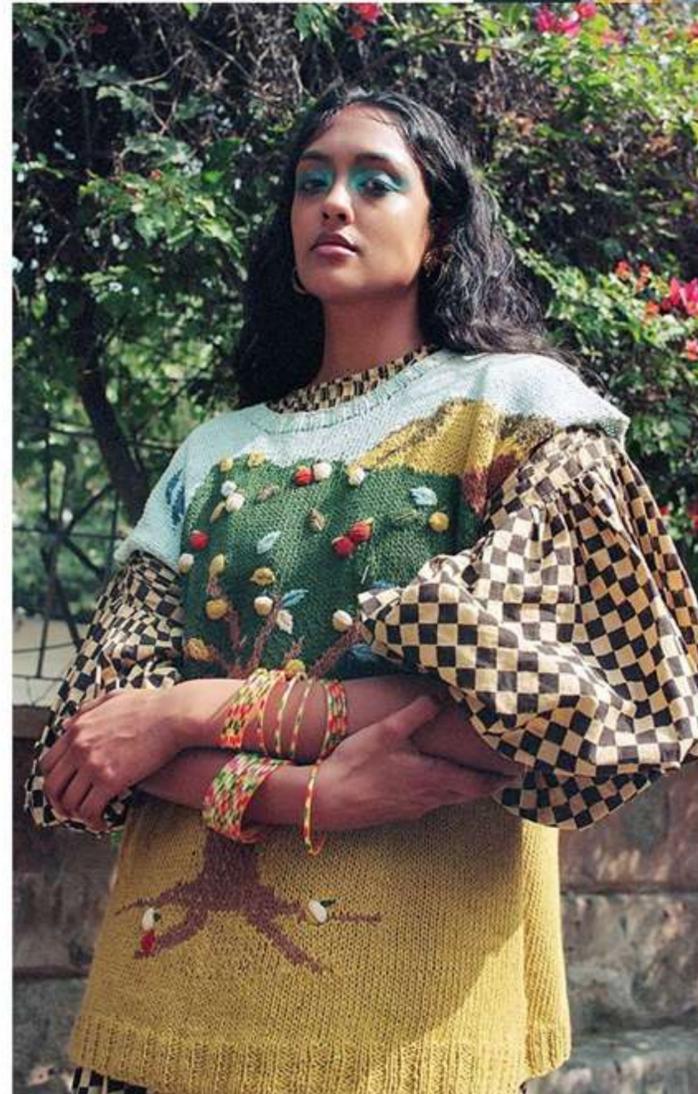
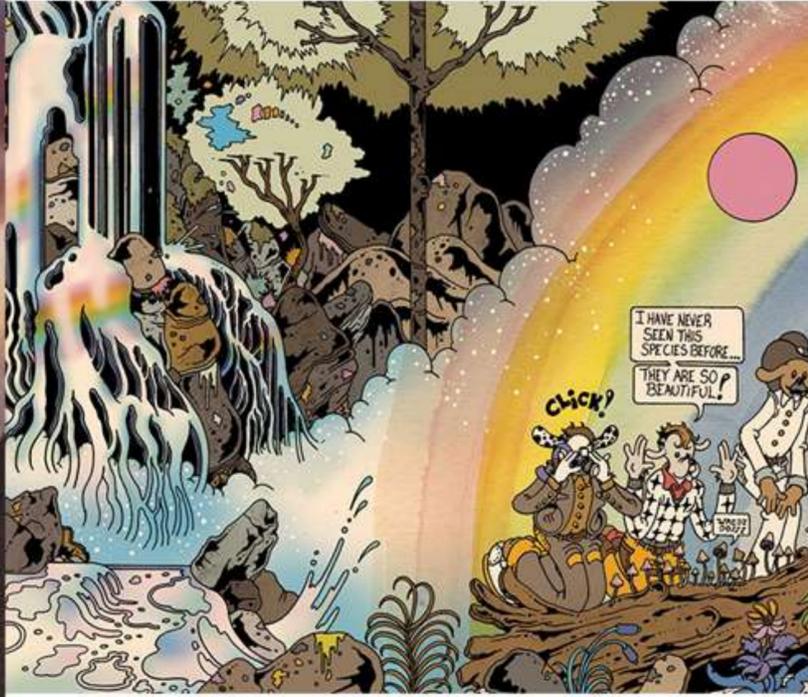
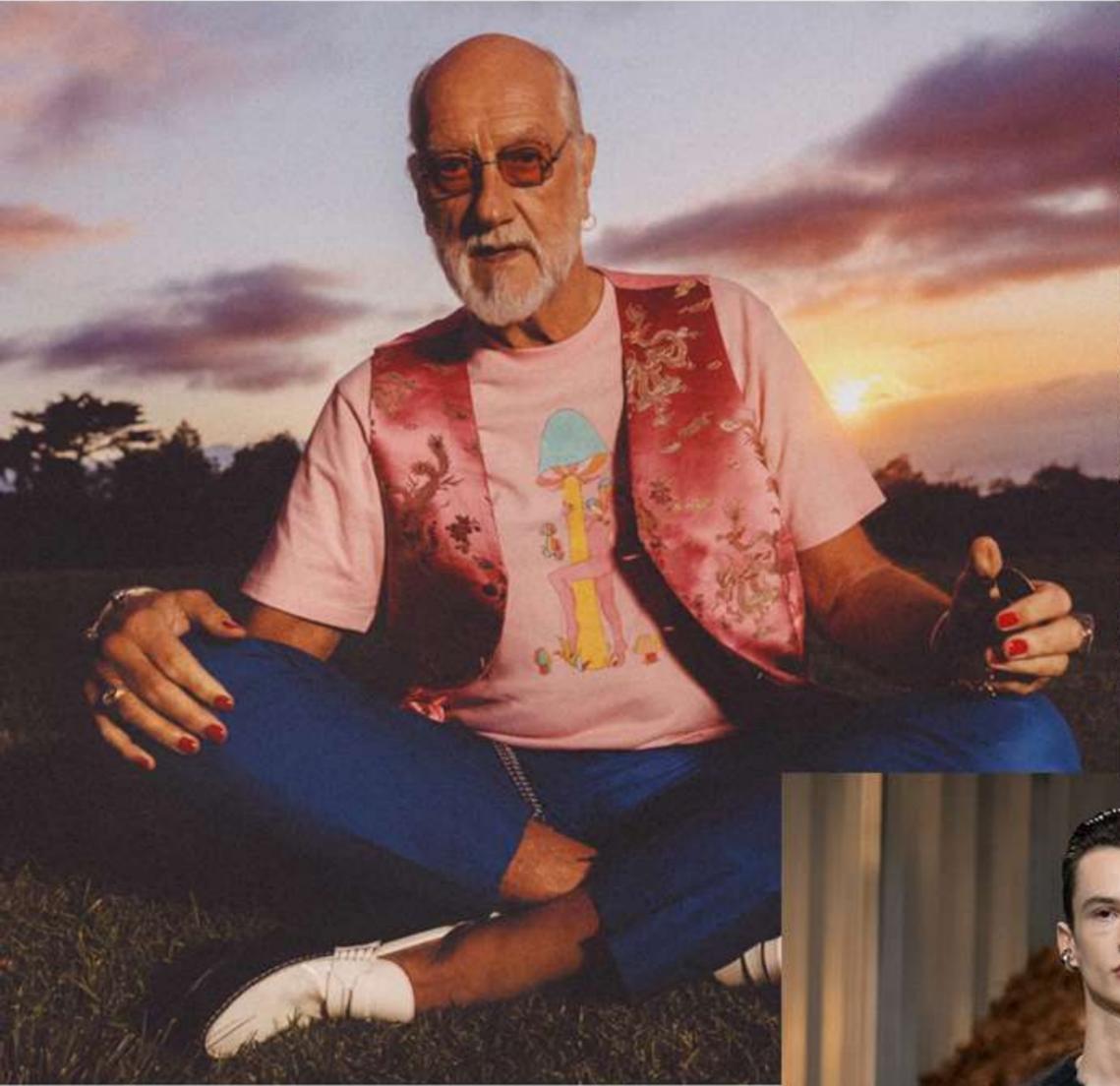
Harry Styles' beauty brand, **Pleasing's** new campaign stars **Fleetwood Mac's Mick**, "the perfect free-spirited sorcerer" in a dreamish setting to launch the new *Shroom Bloom* drop.

Fashion designers continue to be inspired by the magic of mushrooms. **Alexander McQueen's** A/W 22/23 collection was founded in the idea of mycelium and was launched alongside an Instagram AR filter featuring growing neon mushrooms.

Brooklyn illustrator **Brian Blomerth** recently released his second book, *Mycelium Wassonii*, on the subject of psychedelics, taking readers on a trip with shrooms, whilst quirky new lifestyle products cater for trends in microdosing.

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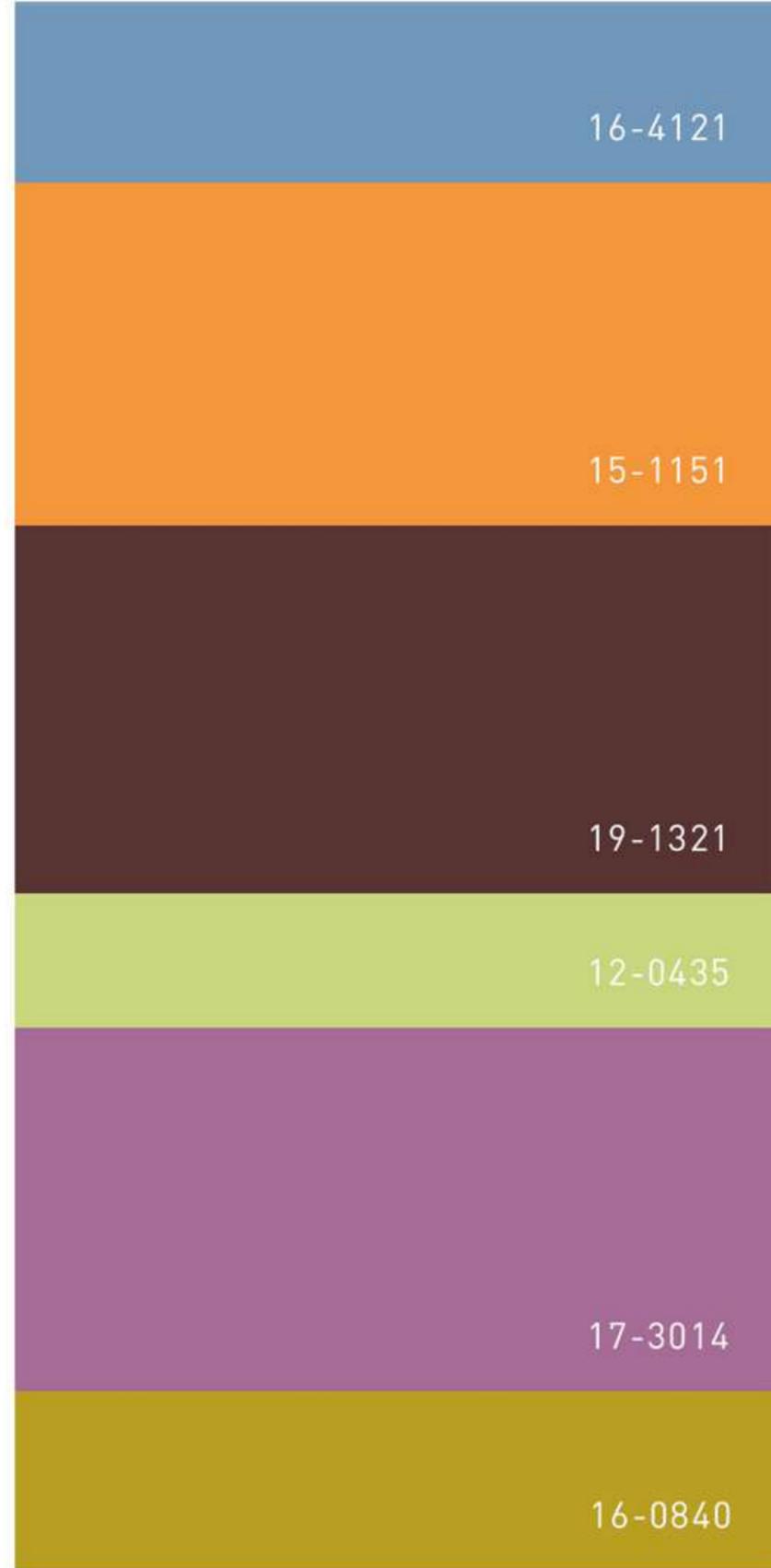
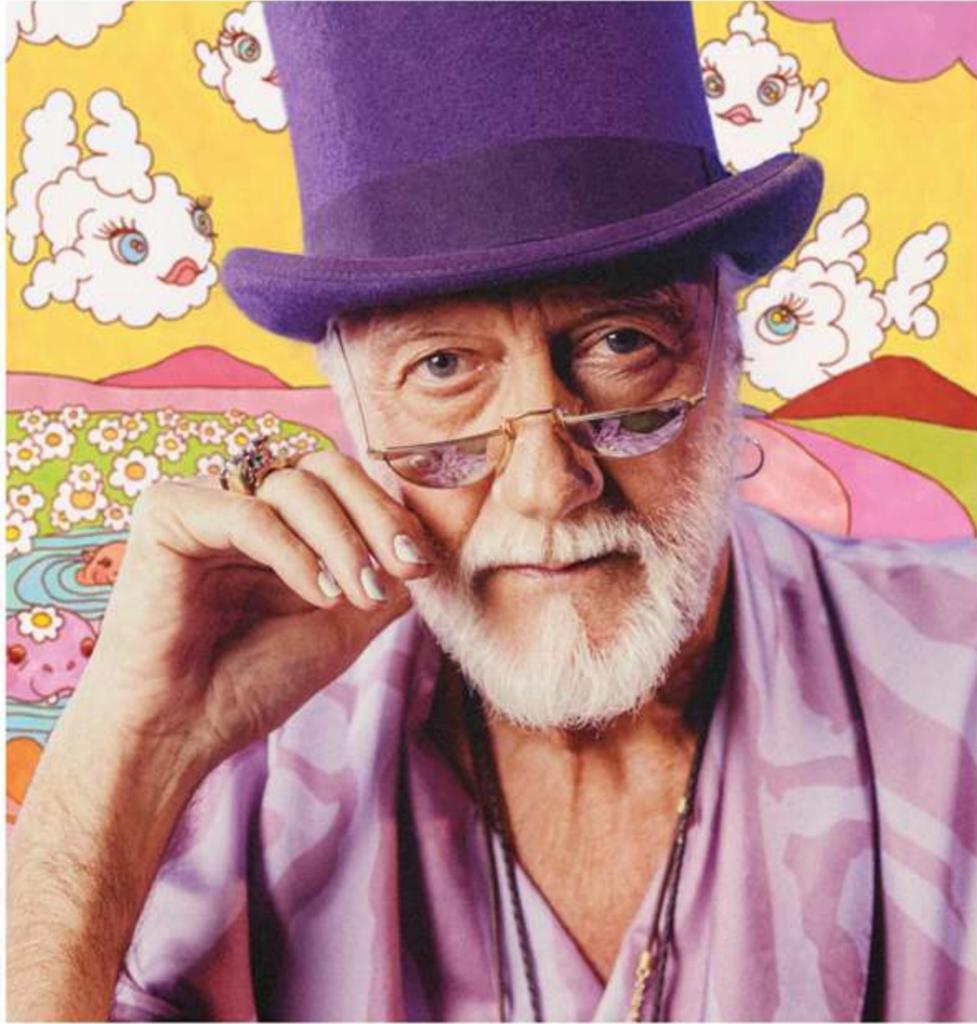
MOOD



Be inspired by mushroom, snail and woodland motifs with trippy and clashing patterns for fashion and lifestyle

USP INSPIRE: PSYCHEDELIC 'SHROOMS

COLOUR



Be inspired by a palette of earthy conker, tangerine and chartreuse with natural brights in trippy pops of lime, lavender and dusk sky blue