

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

**USP INSPIRE:**  
COASTAL GRANDMOTHER







In reaction to fast-fashion trends and the 'barely-there' outfits favoured by Gen Z, '*Coastal Grandmother*' has become the new summer aesthetic. Millennials are embracing seaside walks, early nights and neutral knitwear over neon, glitter and festivals.

Influencer **Lex Nicoleta** first popularized the term on **TikTok** and *#coastalgrandmother* has now gained over 45m views, while **Spotify** reported a 660%+ spike in user-made playlists with coastal grandmother in the title.

Consumers are looking to the aspirational lives of women in **Nancy Meyers** films, such as **Diane Keaton** in *Something's Gotta Give*, for inspiration. This comes at a time where ageing gracefully is being embraced and society is appreciating the value of older women.

The Coastal Grandmother lifestyle is cosy, safe and low key, yet nods to understated luxury.



# USP INSPIRE: COASTAL GRANDMOTHER

# MOOD

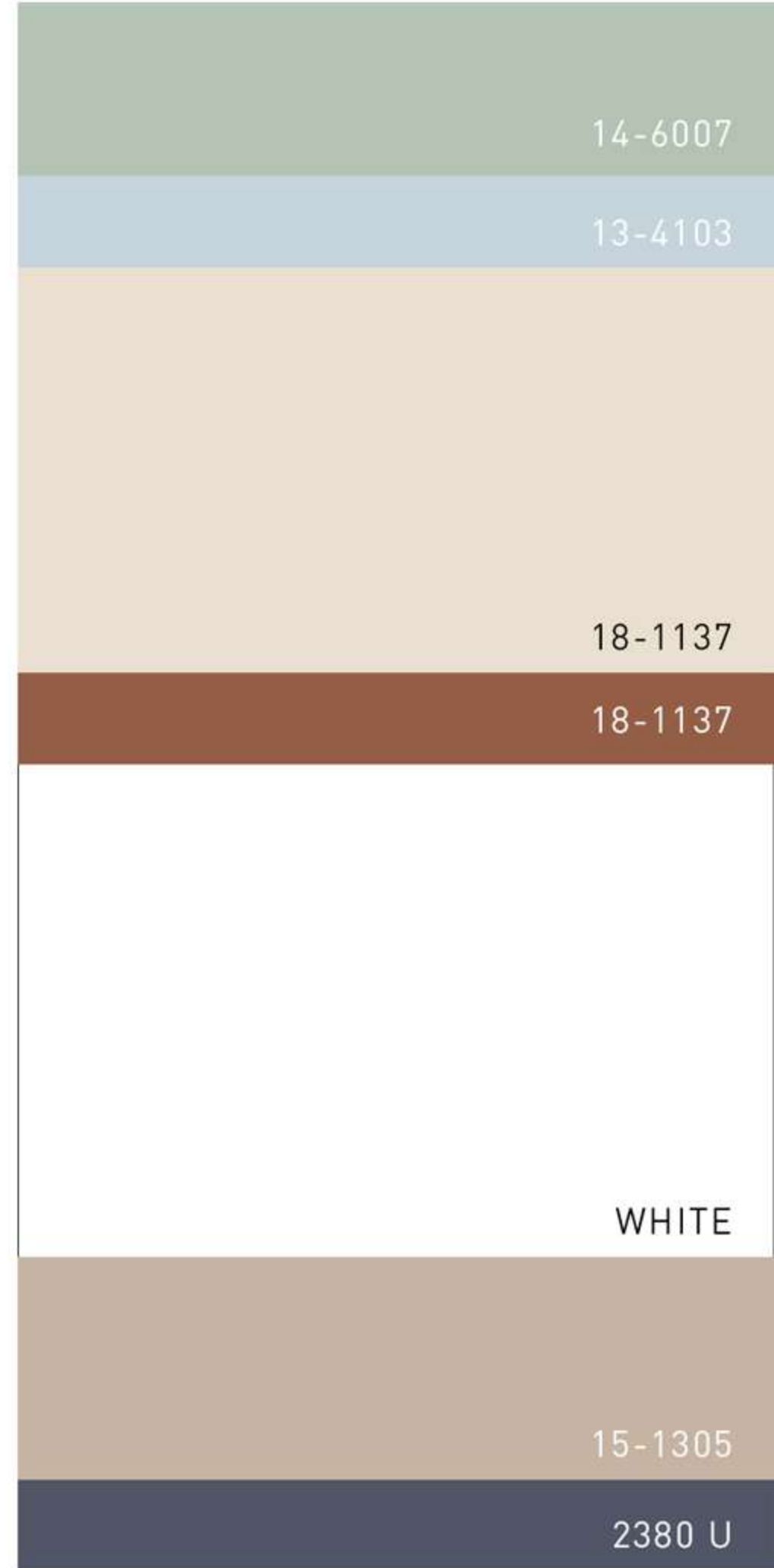


Be inspired by a quietly luxe coastal lifestyle, mixing chunky knits and linen in neutral tones with comfy footwear and plenty of straw accessories



# USP INSPIRE: COASTAL GRANDMOTHER

# COLOUR



Be inspired by a palette of soft seaside neutrals, such as white, almond and sand, combined with highlights of seafoam, duck egg and rawhide