

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

**USP INSPIRE:**  
PILGRIMCORE



A **pilgrim-inspired** mood is emerging driven by new film releases, music and internet memes. The **pared back aesthetic** offers a contemporary twist on traditionally feminine style, with **slightly melancholic undertones** and '**Southern Gothic**' references.

A "pilgrim kim" meme went viral on **TikTok**, using images of **Kim Kardashian** in pilgrim fashion, taken for *CR Fashion Book* back in 2008, set to a song by artist **Ethel Cain**, who also channels a gothic-meets-pilgrim style. *#pilgrimcore* has since received over 3m views on **TikTok**.

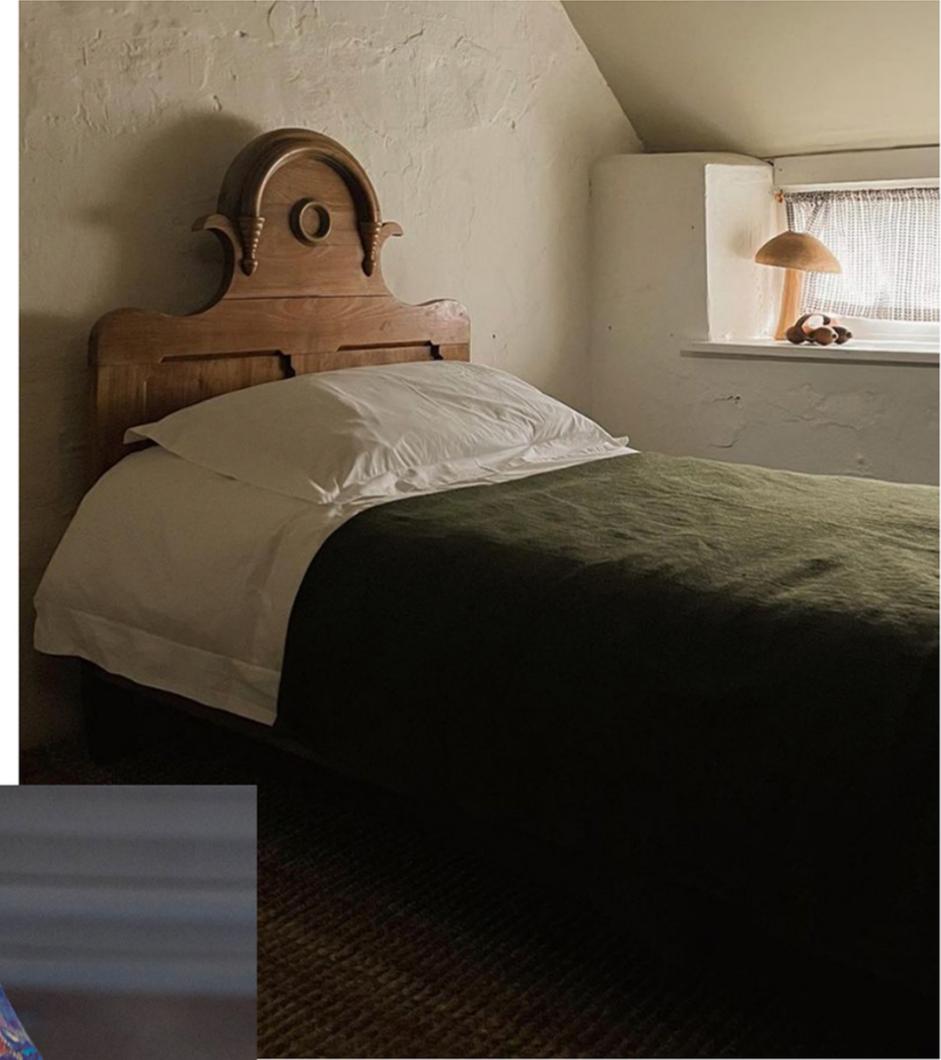
New film *Women Talking*, starring **Rooney Mara**, **Frances McDormand** and **Claire Foy**, tells the story of women from an isolated religious colony who attempt to resolve a shockingly dark secret in their community.

Folk-meets-rock band **Wet Leg** won *Best New Artist* and *Group of the Year* at the 2023 *BRITs*, performing at the ceremony with the all-female Morris dancing collective **Boss Morris**, in a prairie-style landscape.



# USP INSPIRE: PILGRIMCORE

# MOOD



Be inspired by a feminine yet functional mood, with white floral lace, headscarves and natural beauty. Interiors are rustic, homespun and sparse.

# USP INSPIRE: PILGRIMCORE

# COLOUR



14-1012

11-0605

4975 C

14-3206

7757 C

17-0210

Be inspired by a palette of functional neutrals, such as washed cotton, stone and moss green, alongside soft petal pink and deep conker