

UNIQUE **S**TYLE **P**LATF**O**RM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
CHILDLIKE CHIC



**Nostalgia** continues to be a key motivation for consumers who are looking to **escape** from the increasingly difficult responsibilities they face as adults, turning to **childhood characters for inspiration.**

The latest trailer for the *Barbie* movie has dropped in advance of its July 2023 release date, exploring the life of the world's most famous doll, while a rumoured *Polly Pocket* film is also in the works.

Childlike silhouettes and brightly coloured, plasticated finishes are emerging in both fashion and interiors, creating a naive and playful mood. On the A/W 23/24 catwalks **Loewe** showcased moulded, cartoon-esque pieces, while **Red Wing Shoes** have released a remake of **Nintendo** star *Mario's* boots. Also, designer **Christian Cowan** has launched a new collab with *Teletubbies*.



# USP INSPIRE: CHILDLIKE CHIC

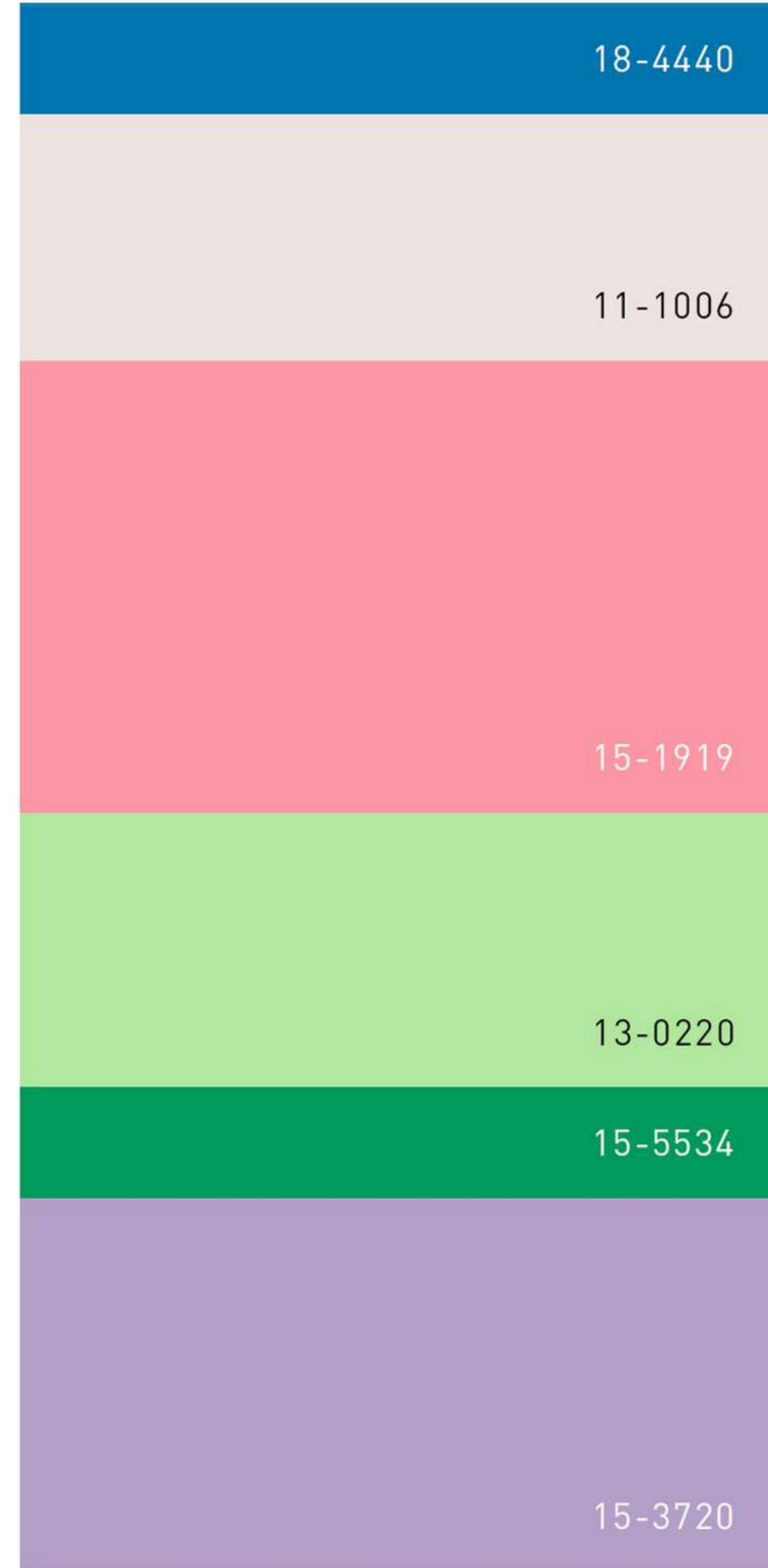
# MOOD



Be inspired by a playful, childish mood, combining simple silhouettes and graphic shapes with fun and quirky accessories

# USP INSPIRE: CHILDLIKE CHIC

# COLOUR



Be inspired by a sickly sweet pastel palette, combining lilac, lime, soft petal and sugary pink, with bright contrasts of apple and cerulean blue