

UNIQUE **STYLE** PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
LA DOLCE VITA





As the cost of living crisis impacts the possibility of far-flung summer getaways, a romantic Italian aesthetic is offering a sense of holiday escapism through fashion, interiors and food.

Luxury brands are tapping into Italian appeal, with **Louis Vuitton** showing their Resort 24 collection at Lake Maggiore and **Dolce & Gabbana** collaborating with **Mytheresa** on a Instagrammable event in Portofino.

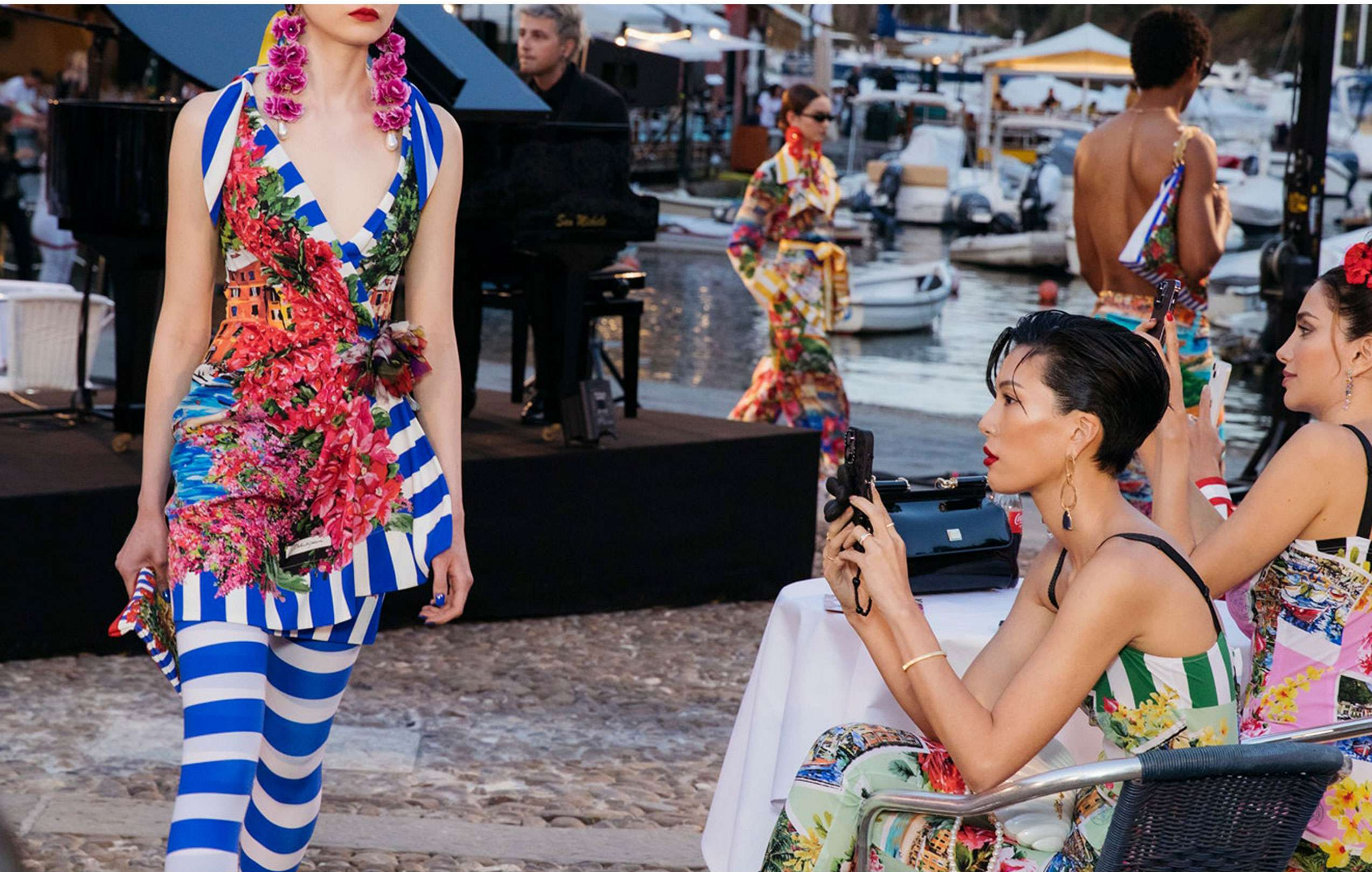
**Jacquemus** are also heading to the Italian Riviera, as well as opening a store in Lake Como.

The *White Lotus* effect continues, as the *Passalacqua Hotel* in Lake Como has become a new favourite of the fashion set, with interiors designed by **La Double J**, while Italian comfort food is as popular as ever - the **Big Mama Group** opened yet another new London restaurant, *Carlotta*, last month.



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**DOLCE & GABBANA PORTOFINO**





# USP INSPIRE: LA DOLCE VITA

# MOOD

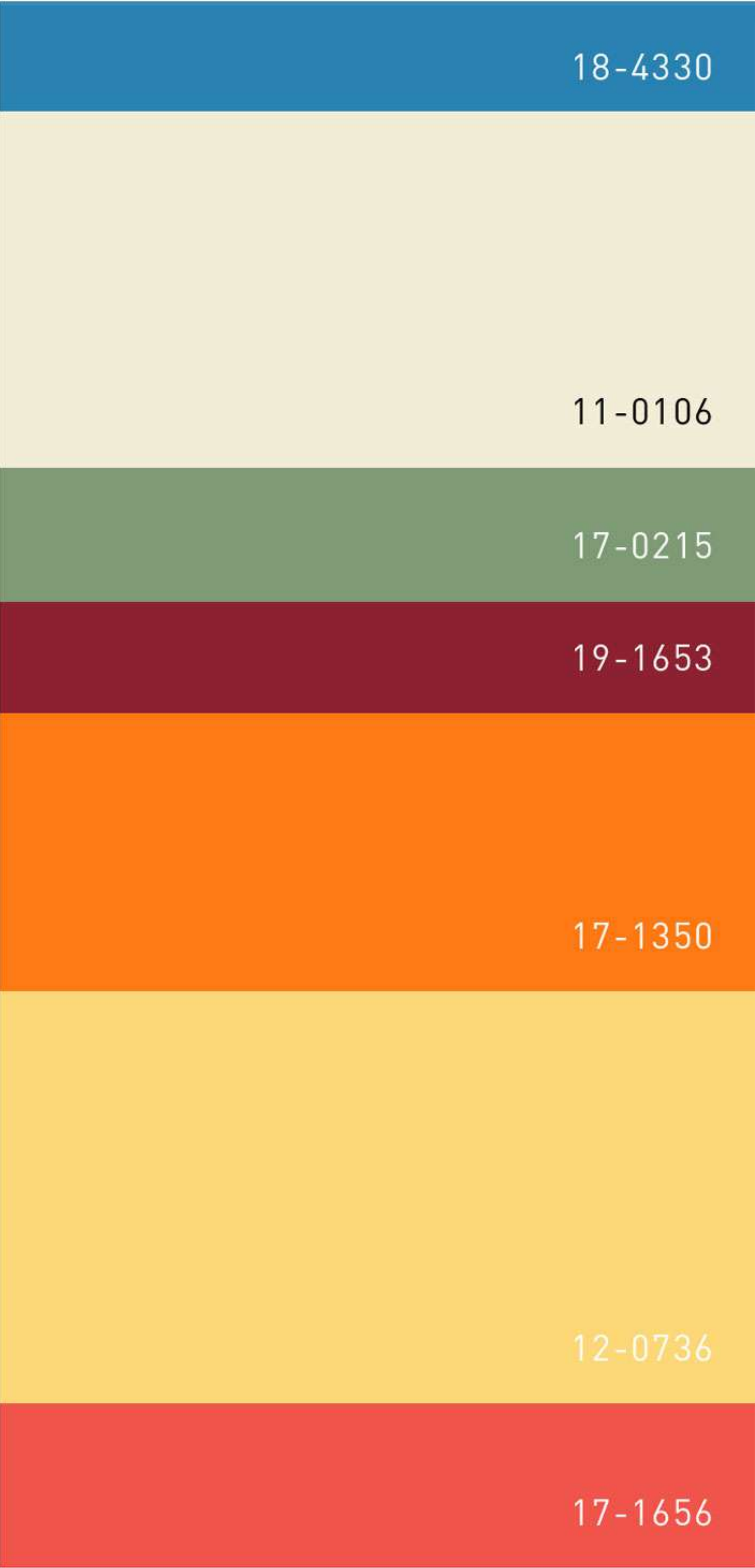


Be inspired by Italian summer holidays, with colourful floral, polka dot and tile-inspired prints, glam accessories and highly decorative ceramics



# USP INSPIRE: LA DOLCE VITA

# COLOUR



Be inspired by a sun kissed colour palette, including limoncello, jaffa, hibiscus and red wine, cooled down with cream, sky blue and sage