

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



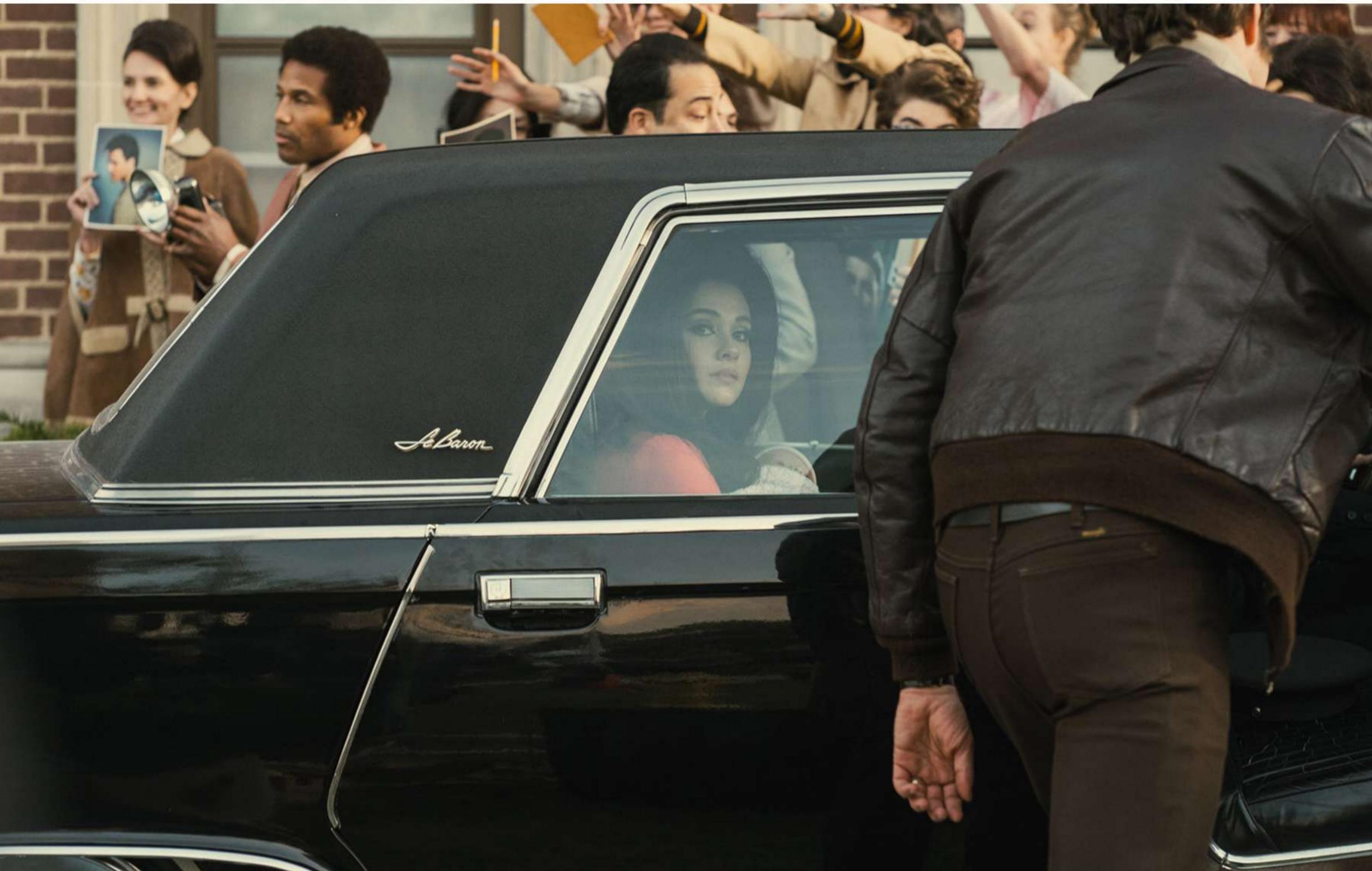
USP INSPIRE:
RETRO AMERICANA



A **nostalgic mood** continues to dominate, influencing fashion and beauty trends, as well as food and dining. **Iconic Americana** and **classic retro aesthetics** are given a modern spin in order to create social media worthy imagery and immersive experiences.

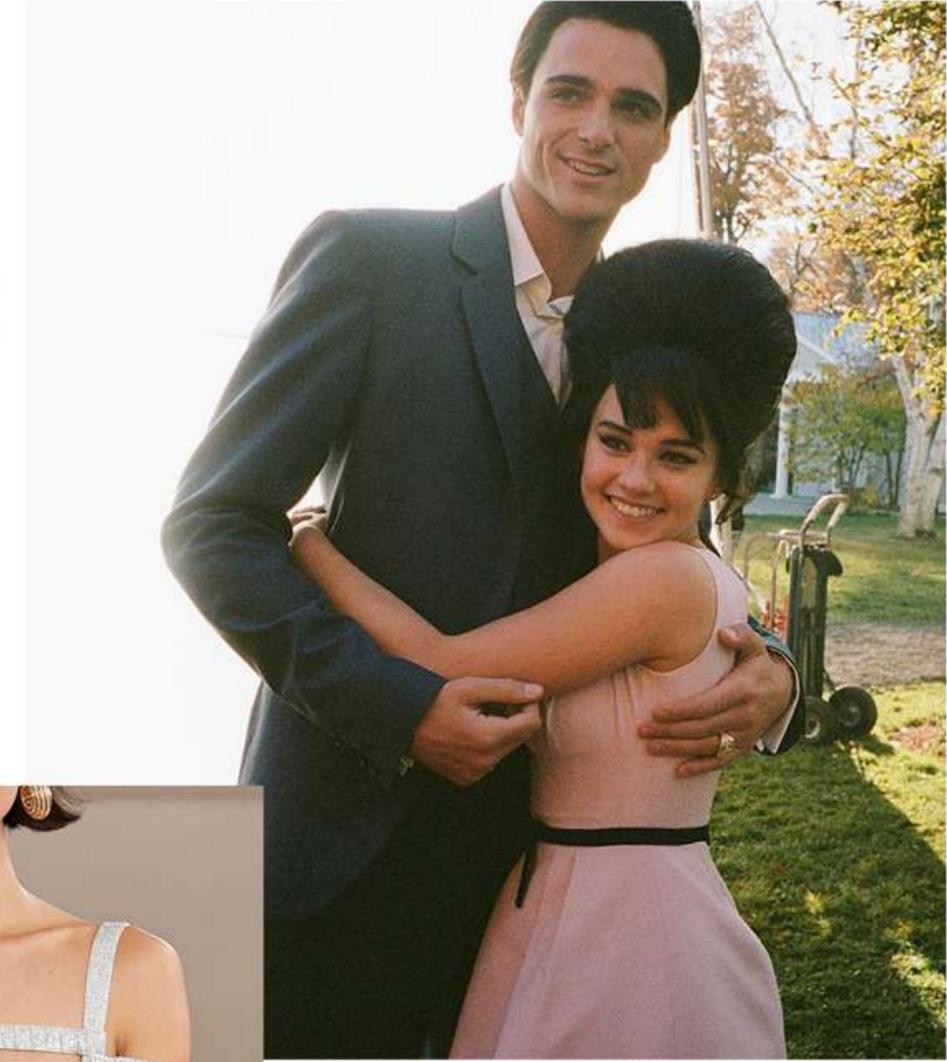
Set for release at the end of the year, **Sofia Coppola's** latest film, *Priscilla*, follows the life of **Priscilla Presley** from the age of 14 to 27, chronicling her relationship with **Elvis**. The costume and set design reflect iconic American style from the 50's, 60's and 70's.

As part of **NYFW**, **Chanel** opened the *Lucky Chance Diner* in Williamsburg, transforming a metal-clad restaurant into an elevated sensory experience dedicated to the brand's four new scents. It was an all-encompassing retro experience, complete with a '50s inspired soundtrack played on a jukebox, milkshakes, and ice cream sundaes - further evidence of the growing cross over between fashion and food.



USP INSPIRE: RETRO AMERICANA

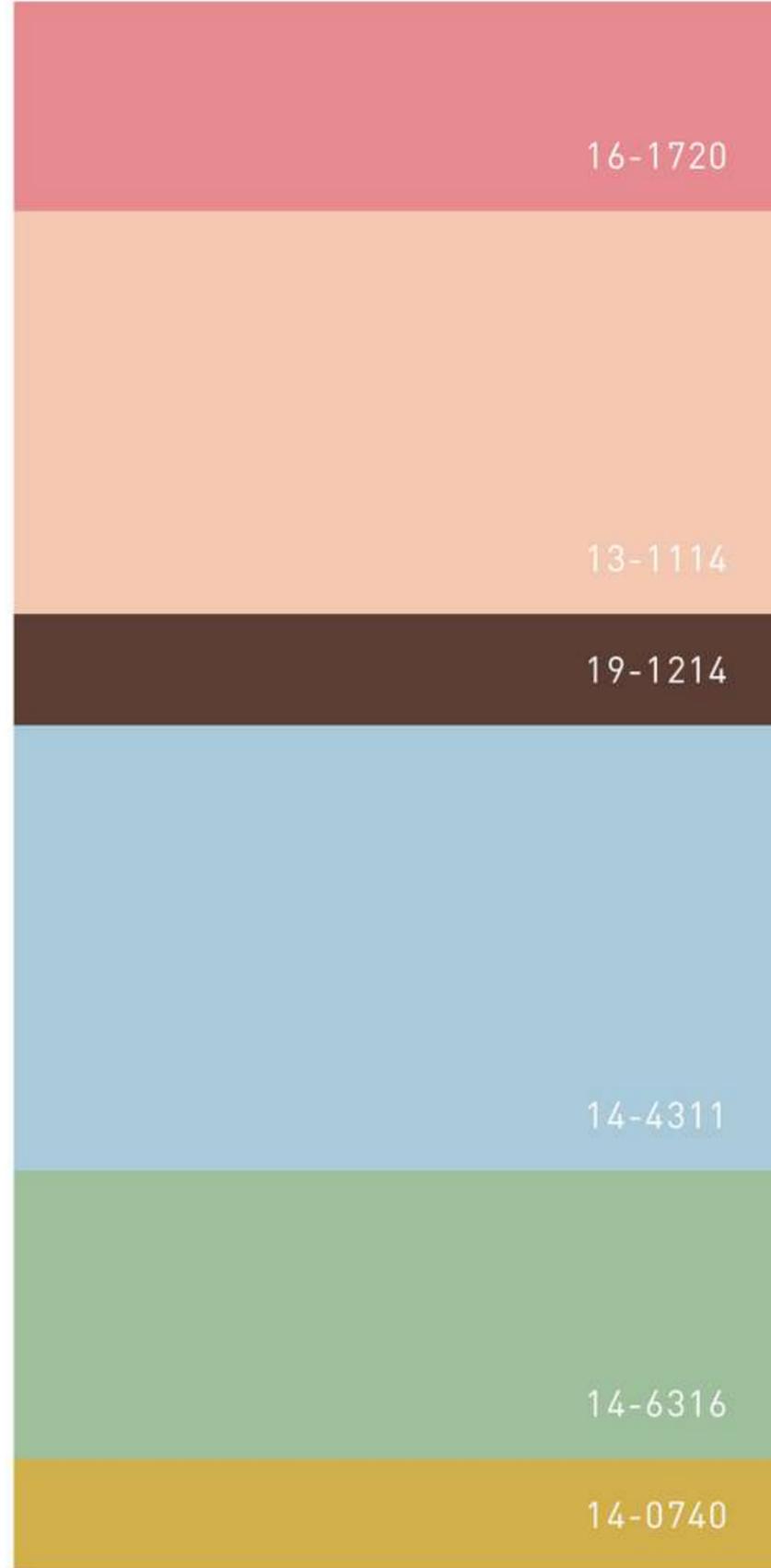
MOOD



Be inspired by a blend of retro references, including relaxed suiting, babydoll dresses and exaggerated beauty looks, alongside classic diner interiors

USP INSPIRE: RETRO AMERICANA

COLOUR



Be inspired by a sickly sweet palette of ice cream pastels given an unexpected vintage twist with pops of mustard and chocolate brownie