

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



**USP INSPIRE:**  
SAG HARBOR AUNT



Following on from Coastal Grandmother, a new mood has emerged that offers a more **eclectic, maximalist** take on seaside chic.

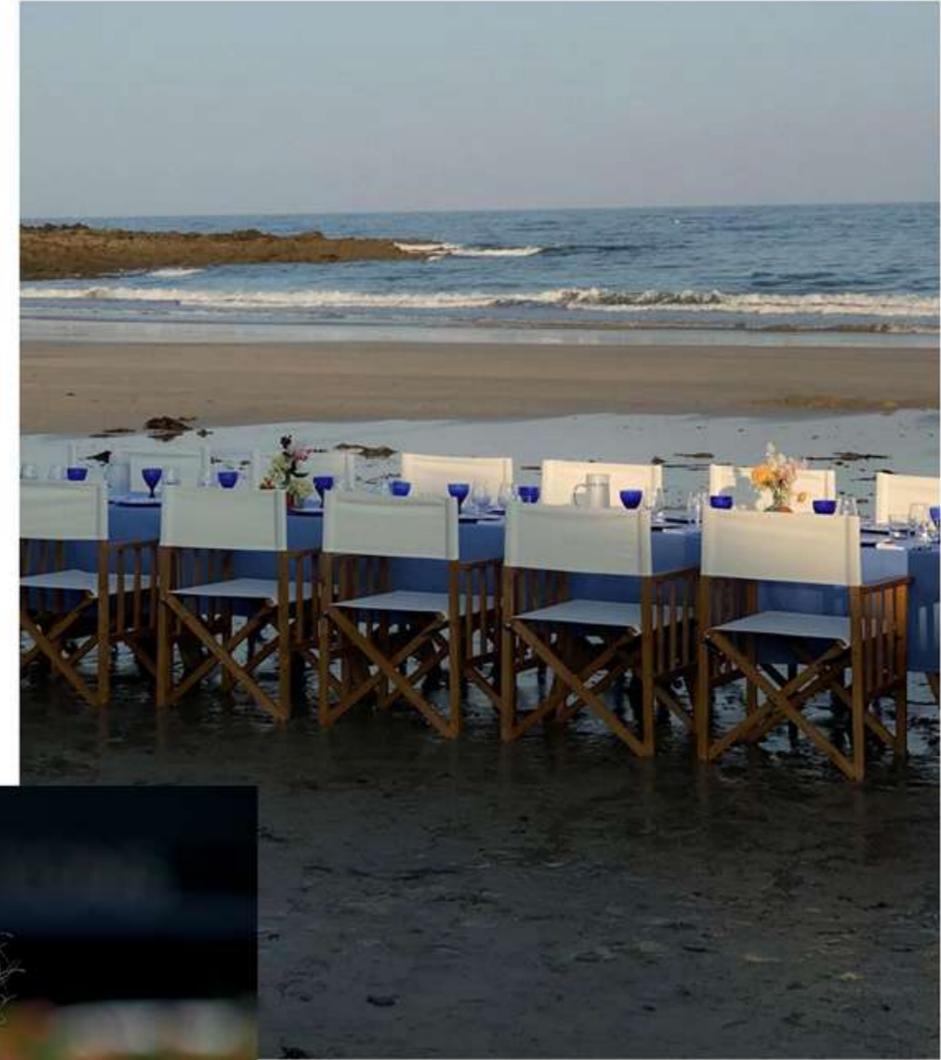
The '**Sag Harbor Aunt**' aesthetic went viral after a TikTok created by user **@luvblueberrychampagne** showed a video moodboard that included OTT accessories, battered Birkins, plenty of print and a 'more is more' approach to dressing and decorating.

Sag Harbor concept store **Matriark** sums up the eccentric aunt vibe perfectly, as does the Instagram account of fashion buyer **Lori Hirschleifer**.

The Sag Harbor home of designer **Bryan Graybill** was recently featured on *Architectural Digest*, offering an insight into his creatively curated and quirky home.

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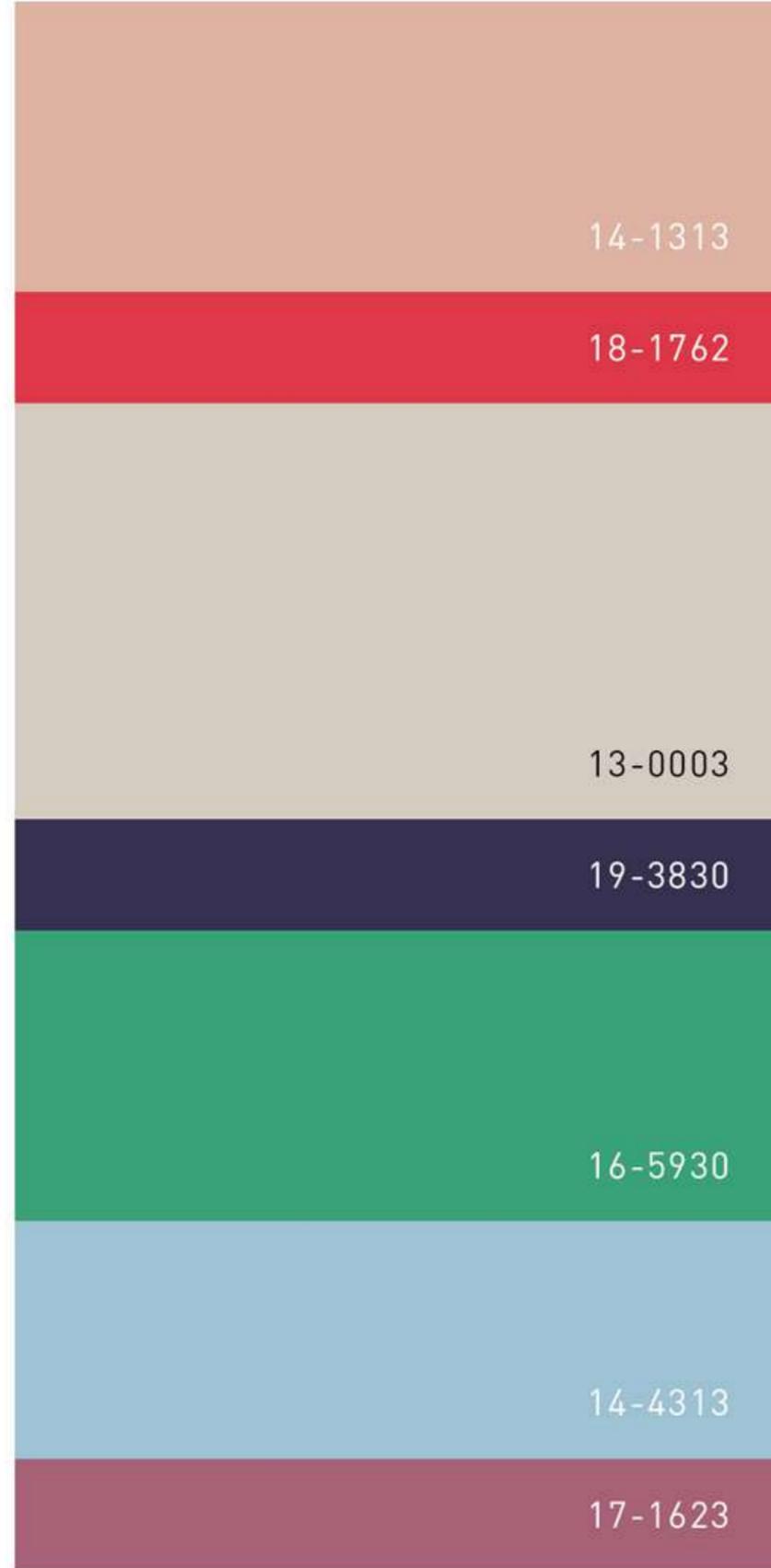
# MOOD



Be inspired by an eclectic and individual mood, that mixes seaside escapes with glamour, luxury, OTT accessorising and cosy yet quirky interiors

# USP INSPIRE: SAG HARBOR AUNT

# COLOUR



Be inspired by a bold palette that mixes pink clay, sand and sky blue, with vibrant coral, midnight and jewel tones, such as emerald and amethyst