

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
BUSINESSSCORE



Hot librarian gets a promotion!

Emerging at the beginning of 2023 with **Miu Miu's** A/W 23/24 collection, the **librarian aesthetic**, including geeky specs, cardigans and kitten heels, has evolved. Combining with the rise of tailoring and a return to the office, a more **masculine mood** is on the rise.

Kim Kardashian starred in a recent 'menswear office' inspired photoshoot for **GQ magazine**, also sporting a '**sexy secretary**' look for her recent **SKIMS** campaign launching the brand's nipple bra.

Spotted in **Prada's** S/S 24 collection, oversized pantless suits appear on the catwalk, while **Stella McCartney's** playful take on office attire featured relaxed tailoring, such as low waist trousers.

Influential icons, such as **Olivia Neil**, **Julia Fox** and **@badkidhq**, are all sporting the look, making office apparel both wearable and aspirational.

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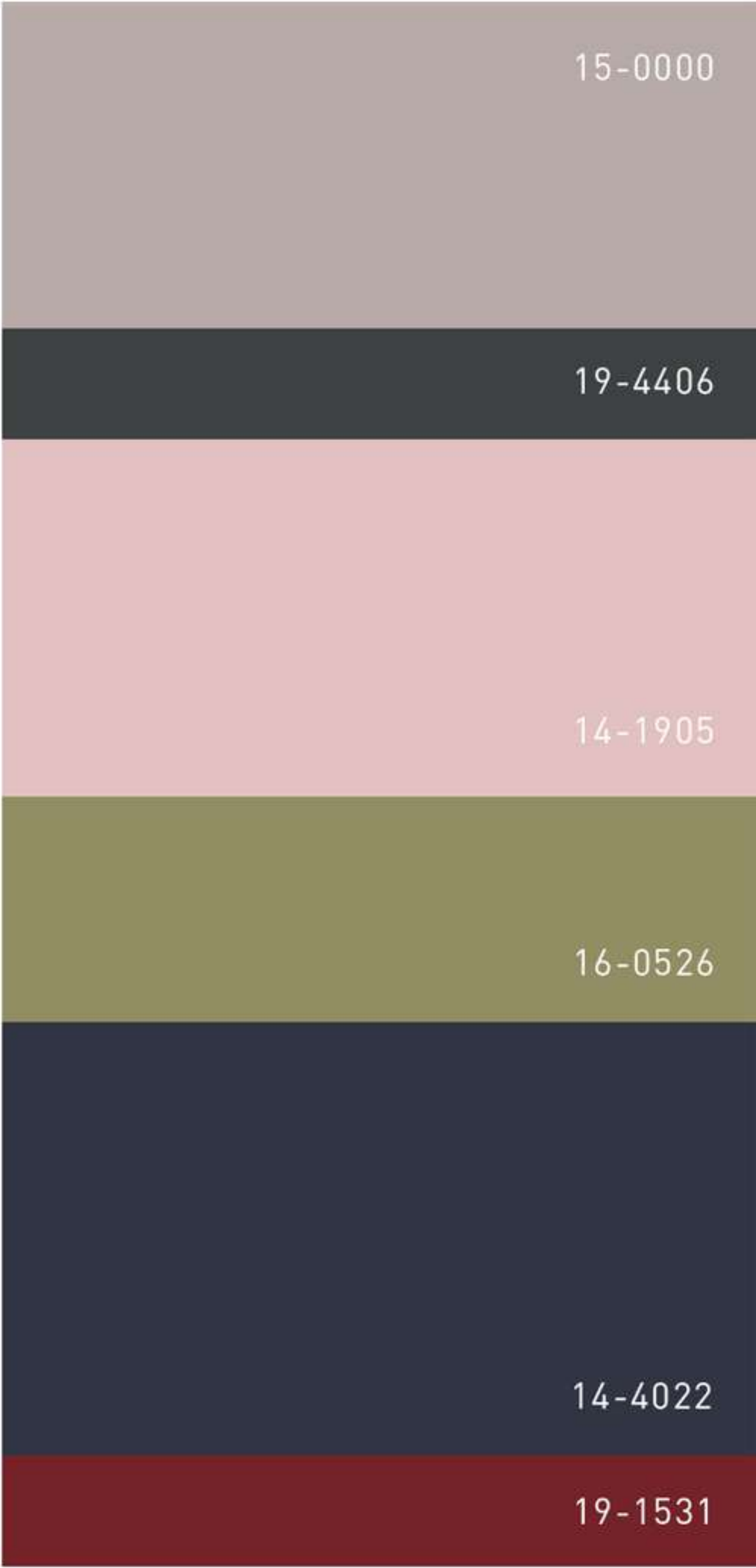
MOOD



Be inspired by an aesthetic of sexy librarian meets blokecore, mixing cardigans, pencil skirts and kitten heels with masculine ties and tailoring

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COLOUR



Be inspired by a combination of classic neutrals, such as pink clay, true navy, charcoal and dove grey, with pops of a swamp green and cherry red