

UNIQUE **S**TYLE **P**LATFQRM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS



**USP INSPIRE:**

TRUE BLUE



**Blue** continues to be a **perennial favourite**, with all tones of blue making a statement across **fashion, interiors**, and even **beauty**.

**Baby blues** and **classic cobalt** were trending across the **S/S 24 womenswear collections**, while **chambray hues** and **indigo** stood out at the **menswear shows**.

The new **Louis Vuitton Mens A/W 24/25 Capsule Collection** has a heavy focus on blue tones, with head-to-toe looks layering complementary blue shades with monogrammed denim.

In interiors, colour and material innovators **Studio Rens** showcased their collaboration with lino manufacturers **Tarkett** at **Dutch Design Week 2023**, making new pieces from blue flooring offcuts.

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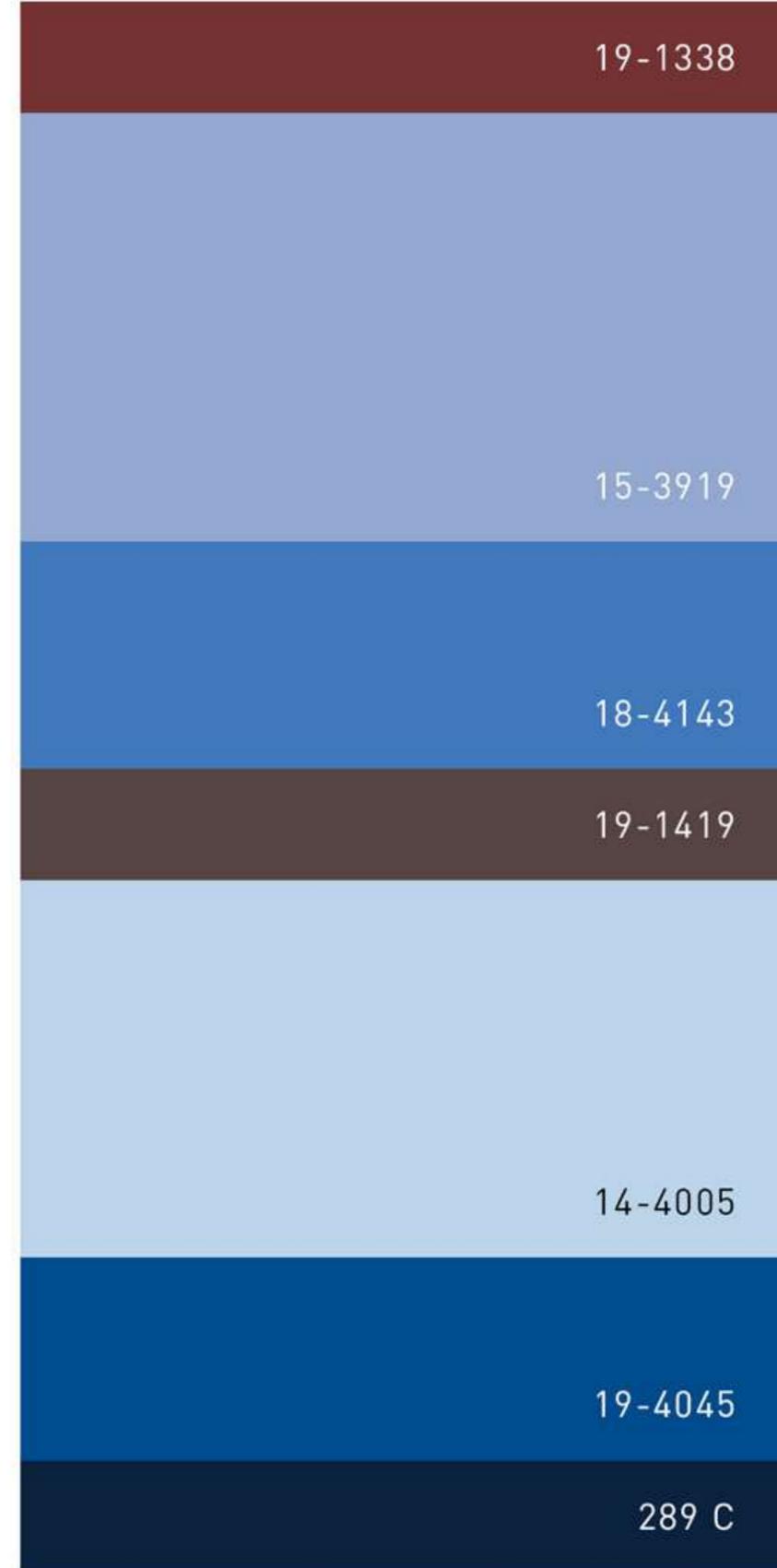
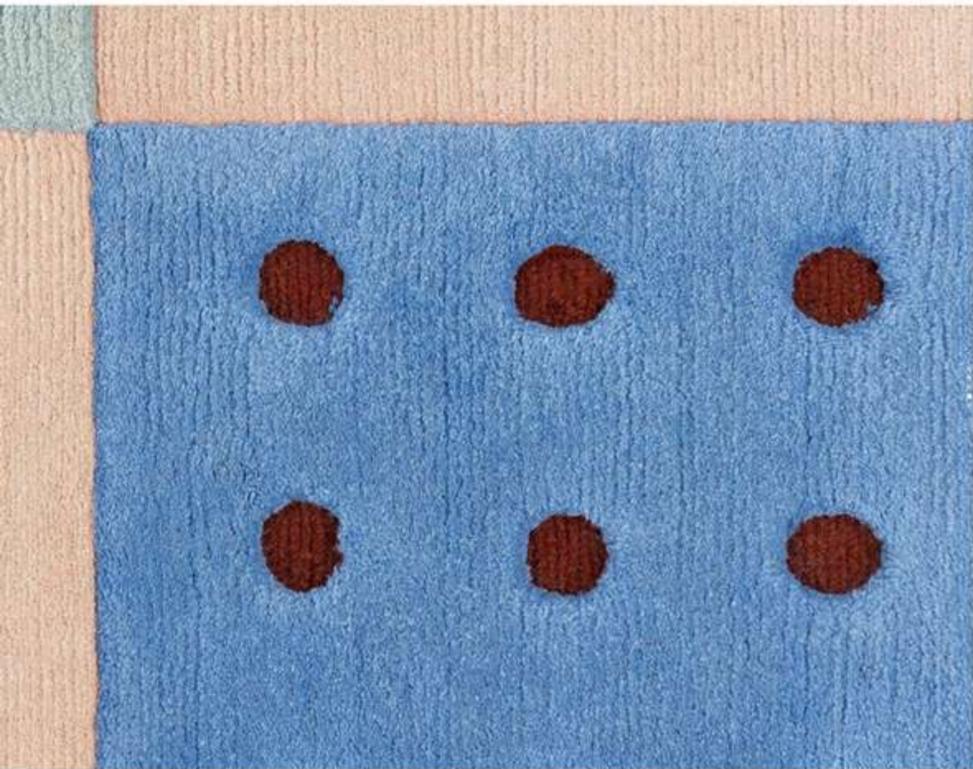
# MOOD



Be inspired by tones from across the blue spectrum, applied to everything from tailoring, knitwear and F&A to beauty, with blue on blue styling key

# USP INSPIRE: TRUE BLUE

# COLOUR



Be inspired by a palette of tonal blues, such as cornflower, winter sky and cobalt, through to deep twilight, with pops of russet and bitter brown