

UNIQUE **S**TYLE **P**LATFOM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
OPTIMISTIC TECH



As anxiety is growing around the use of artificial intelligence, **a wave of nostalgia** is emerging for a time when **technology** was seen as **a path to a brighter future**.

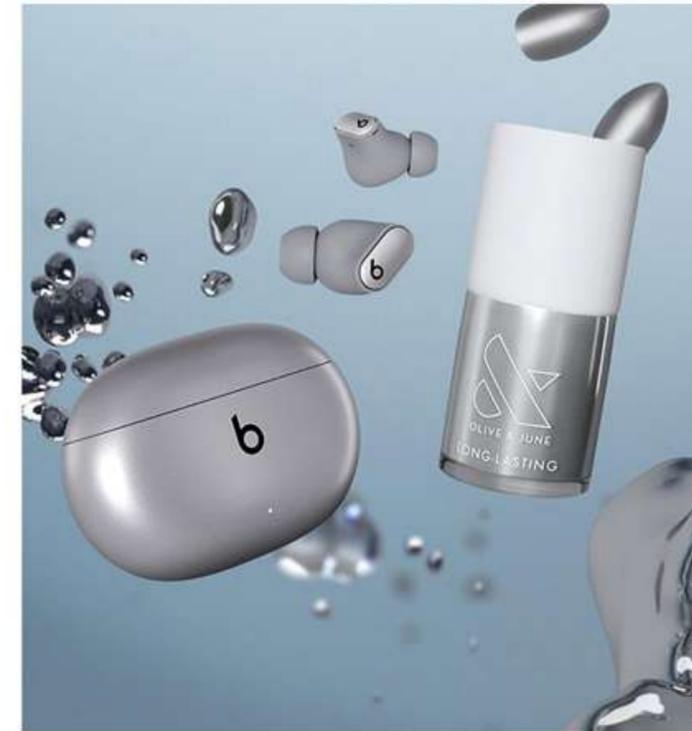
Dubbed '**Frutiger Aero**' by design commentators, the term is inspired by Microsoft screensavers from the early 2000's - think electric green grass, futuristic cityscapes, blue skies, gradients and digitally generated water effects.

On **TikTok** *#FrutigerAero* has had over 450 million views and is combining with the Y2K fashion looks favoured by Gen Z to create an aesthetic that conveys an optimistic, tech-enhanced future, while still seeking comfort from the past.

**Louis Vuitton** have used a similar look for the campaign launching their new Y2K-inspired *LV Remix Collection* that reintroduces two iconic bag styles from that period, while **Coco Cola** have used Frutiger Aero visuals to accompanying their new AI-powered drink experience.

# USP INSPIRE: OPTIMISTIC TECH

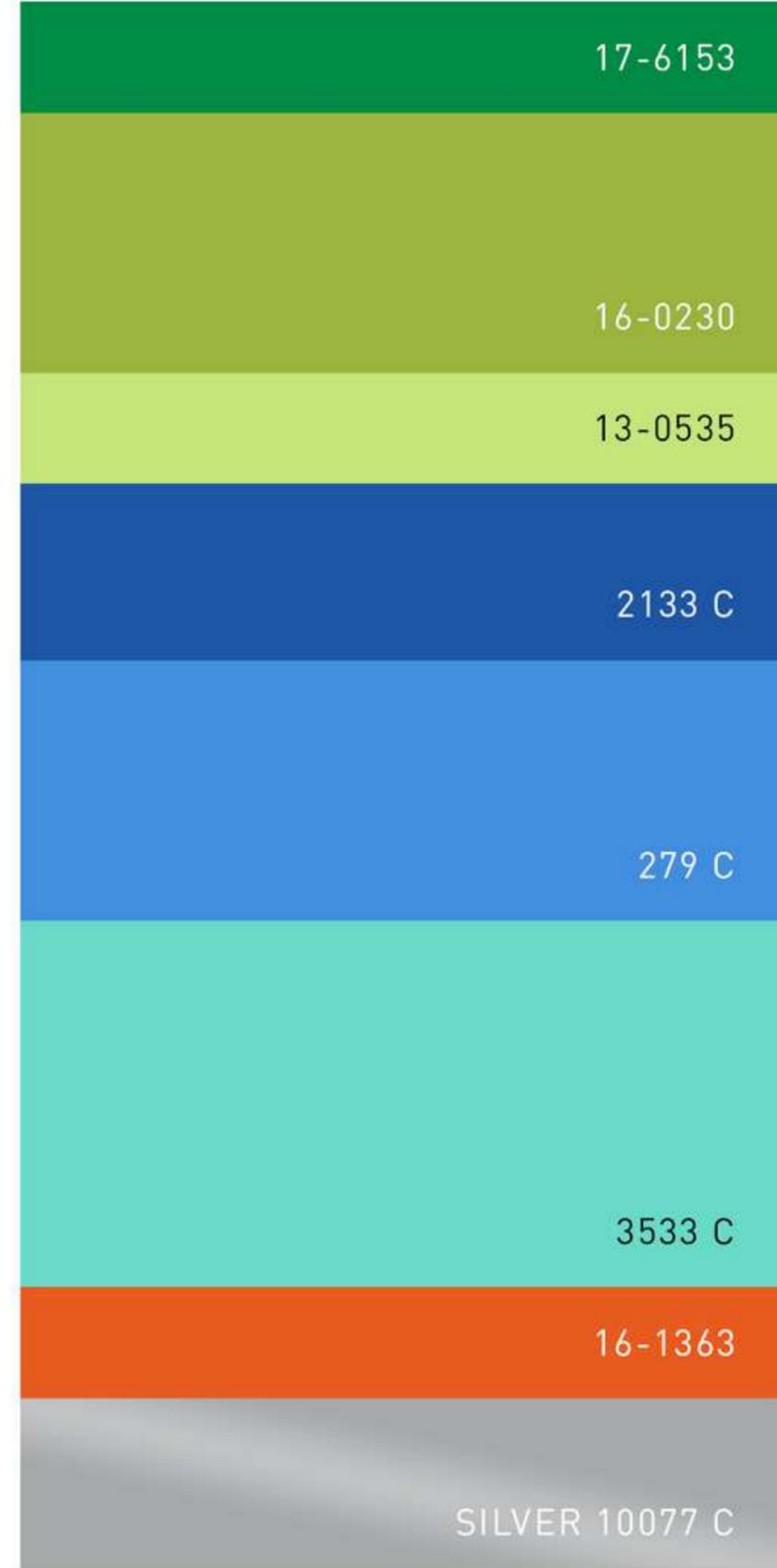
# MOOD



Be inspired by a fun take on 2000's style, mixing digital prints with neon brights, metallic accessories and wet look finishes

# USP INSPIRE: OPTIMISTIC TECH

# COLOUR



Be inspired by a hyper digital palette that combines aquatic blues with pops of neon lime, apple, blazing orange and futuristic silver