

UNIQUE **S**TYLE **P**LATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS



USP INSPIRE:
ECLECTIC GRANDPA



Move over Coastal Grandma, **Grandpa's** wardrobe is the new favourite.

In **2024** the **Eclectic Grandpa** aesthetic is expected to take over, with the hashtag **#grandpacore** receiving over **17m views** on **TikTok**, and **Pinterest** revealing a **65% increase** in the search term '*Grandpa core*'.

New movie *The Holdovers* is expected to be released on **15th January 2024**, telling the story of a cranky history teacher forced to remain on campus over the holidays. The costume designer explains the stereotypical **preppy teacher** wardrobe was important for the main character with **tweed jackets**, **sweater vests** and **corduroy** clothing being used throughout the film.

Leading the way with his personal grandpa style, musician **Tyler the Creator** has recently released a new unisex collection for his clothing brand **Le Fleur**, alongside other celebs such as **A\$AP Rocky** and **Zoë Kravits** styling the comfortable grandpa look.



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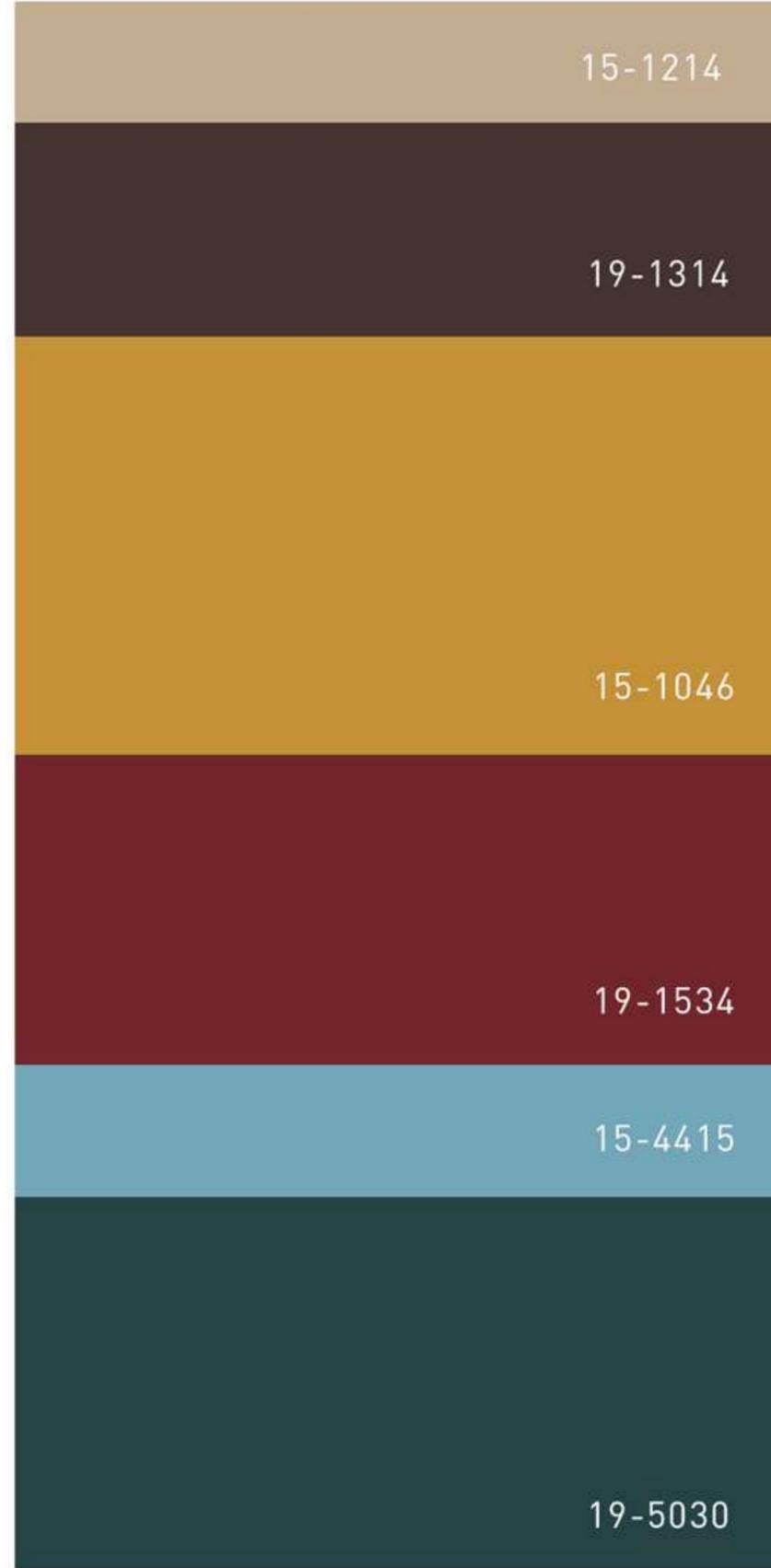
MOOD



Be inspired by grandpa's wardrobe, mixing relaxed tailoring with crochet cardigans, vintage loafers, longline coats and quirky accessories

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COLOUR



Be inspired by a retro colour palette with mustard and forest green paired with turquoise blue, brick red and chocolate brown