

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
BOHO IS BACK



Boho is back!

As seen from the reaction to the standout A/W 24/25 **Chloé** collection, by new creative director **Chemena Kamali**, bohemian style is making a big comeback, tapping into a continuing appetite for **nostalgic 00's style**.

Classic pieces appeared in the collection, such as **floaty sheer dresses, long gold chains, slouchy boho bags** and **decorative belts**. Boho icon herself **Sienna Miller** sat on the front row alongside fellow celebs wearing signature Chloé wedge heels.

Other designers, such as **Ralph Lauren**, have taken a more colourful and plentifully patterned approach to the trend, perfect for summer dressing.

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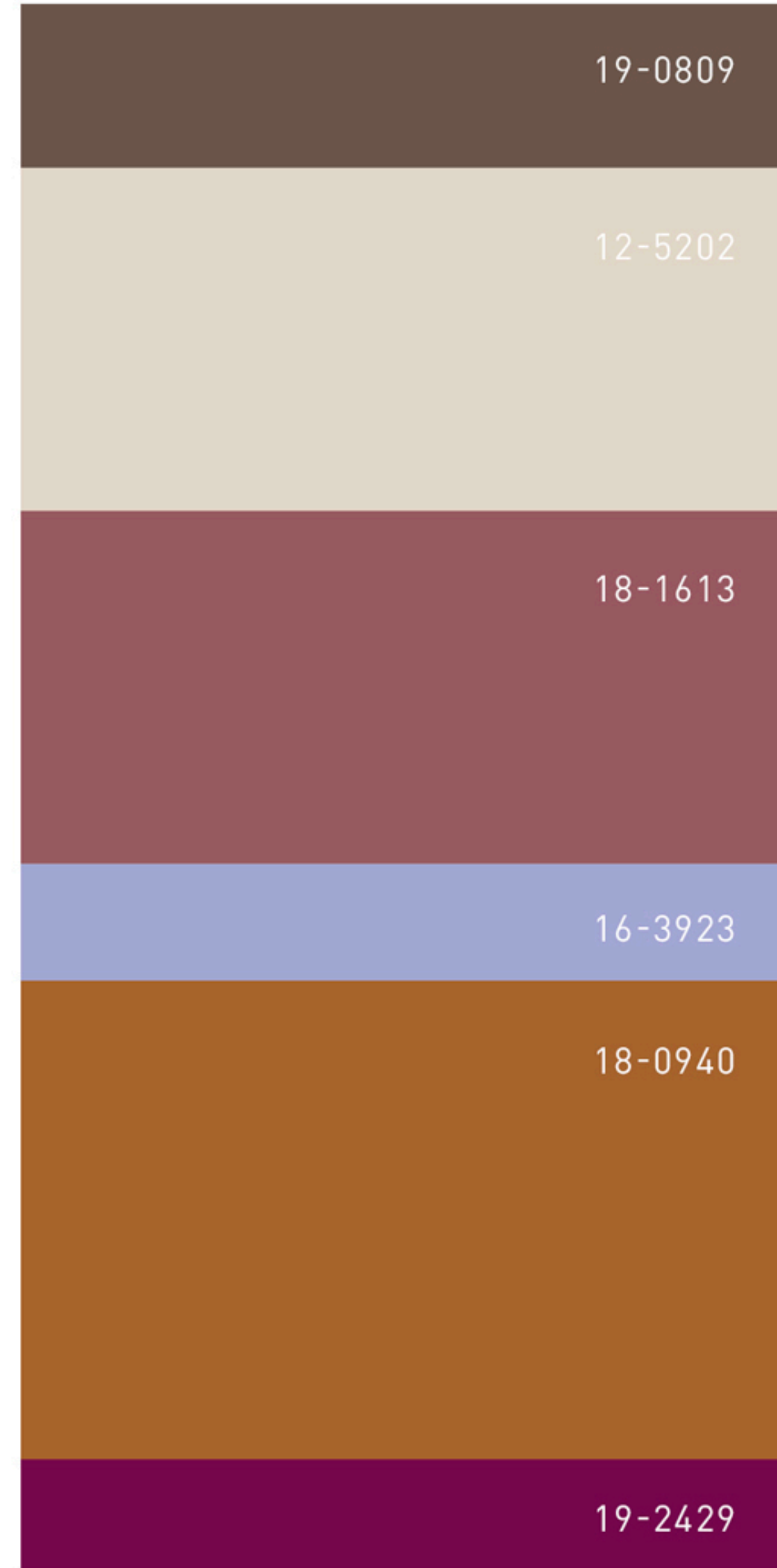
MOOD



Be inspired by a modern interpretation of boho chic, including floaty layers, clashing prints, decorative belts, slouchy bags and wedge heels

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COLOUR



Be inspired by a bohemian colour palette, including gentle shades of mauve, lilac, tan, milk and cream, while purple berry adds a vibrant pop