

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
KIDULT FASHION



Inspired by the **carefree, fun, and curious** spirit of childhood, **playful dopamine dressing** makes a comeback across **womens, mens, and kids** fashion.

In times of global uncertainty, fashion serves as a powerful tool for **self-expression**, with consumers embracing **bold, cheerful statement** outfits that **mix colour and pattern**.

Ralph Lauren's recent S/S 25 show, featured a spectrum of **bright hues**, along with kids confidently strutting the runway. Meanwhile, this season's fashion week guests in **Copenhagen** and **New York** brought a vibrant energy to street style.

USP: Playful, childlike dressing is key for all ages, clashing colours, fabrics, spots and stripes.

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MOOD



Be inspired by dopamine dressing across kids, mens, and womens fashion, featuring bold stripes, playful polka dots, and striking colour blocking

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COLOUR



12-0738

16-1347

15-1920

18-1662

16-4526

19-3909

Be inspired by a bright and bold colour palette, with shades of butterscotch and sunshine yellow, alongside barbie pink, fiery red and air blue