

UNIQUE **S**TYLE **P**LATFOM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
MIX N MATCH





As consumers grow weary of fast-moving trend cycles and viral aesthetics such as **‘Quiet Luxury’** and **‘Clean Girl’**, a backlash emerges.

**Mix-and-match, eclectic, colour, print and fabric combinations** take centre stage as **more-is-more aesthetics** celebrate self-expression and encourage an **individual** approach to **contemporary maximalism**.

**Valentino, Marni and Versace** embrace **mixed textures, clashing colours and bold graphic prints**, while street style sees a move away from **Minimal Style** to **Loud Luxe** looks.

**USP: Mix-and-match, individual styling rejects algorithm-driven trend cycles to empower consumers to define their own unique style.**



# USP INSPIRE: MIX N MATCH

# MOOD

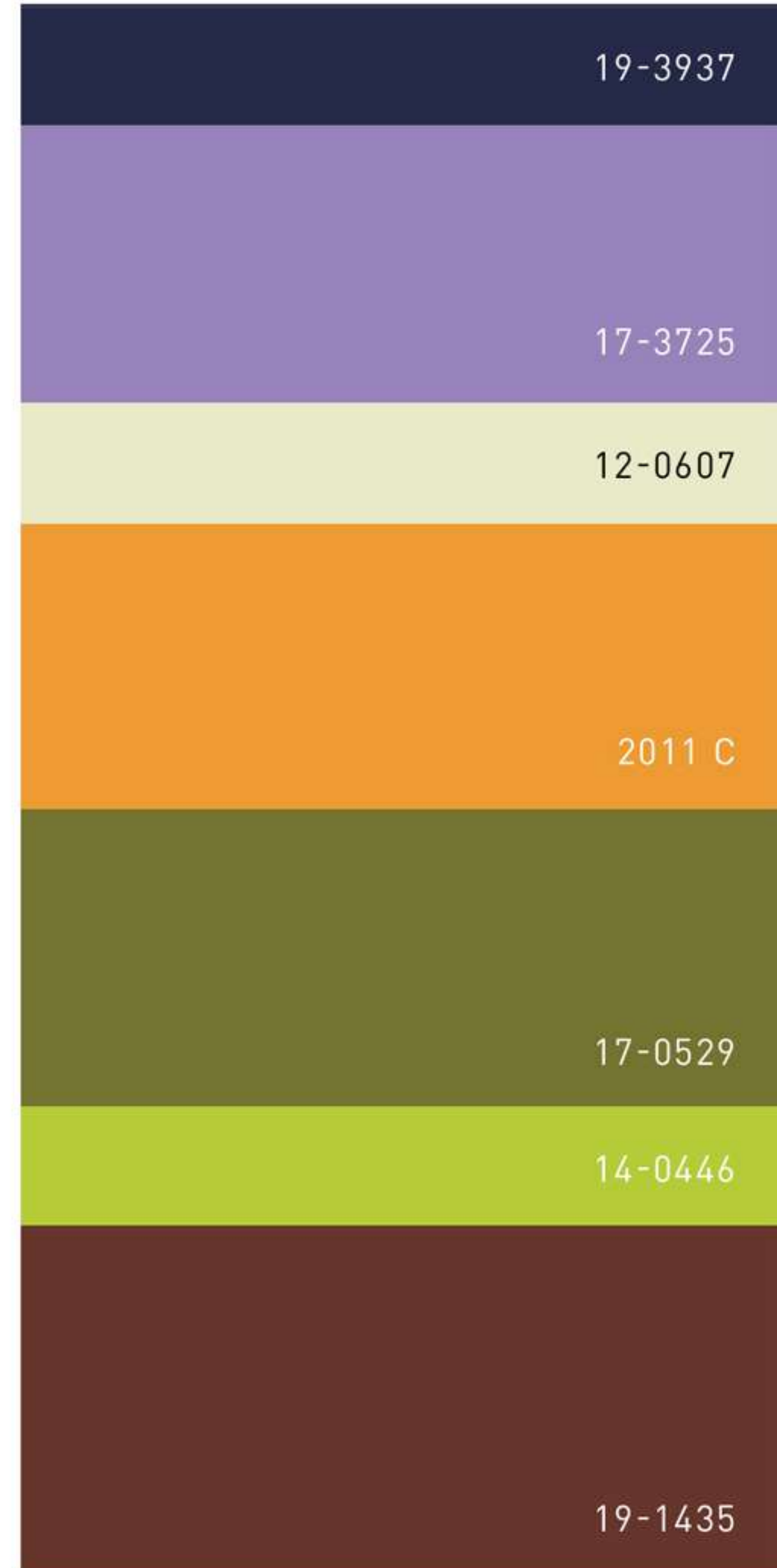


Be inspired by a mix-and-match aesthetic, clashing statement patterns and vibrant colours in fashion, accessories and homeware



# USP INSPIRE: MIX N MATCH

# COLOUR



Be inspired by a bold eclectic colour palette with hues of rich navy, lavender & egg yolk alongside olive/lime greens, mahogany & ivory