

UNIQUE **STYLE** **P**LATFOM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
JOYFUL JELLY



Jelly textures influence everything from fashion & beauty to interior products.

**Gucci's** latest handbag campaign, showcases a series of jelly *GG Marmont* handbags in glossy, translucent colorways, a clever nod to the growing influence of textural food aesthetics in fashion marketing.

**Melissa**, the pioneering jelly shoe brand, is expanding its influence through collaborations with **Nodaleto** and **Diesel**, bringing contemporary edge to the nostalgic material for today's consumer.

Design studio **Ready to Hang** has introduced a *Jelly Mirror* described as “smooth, sculptural, and ready to jiggle,” turning soft visual cues into functional decor.

Meanwhile in beauty, the Korean jelly nails trend continues to gain momentum, offering a translucent, candy-like finish that feels both playful and polished.

# USP INSPIRE: JOYFUL JELLY

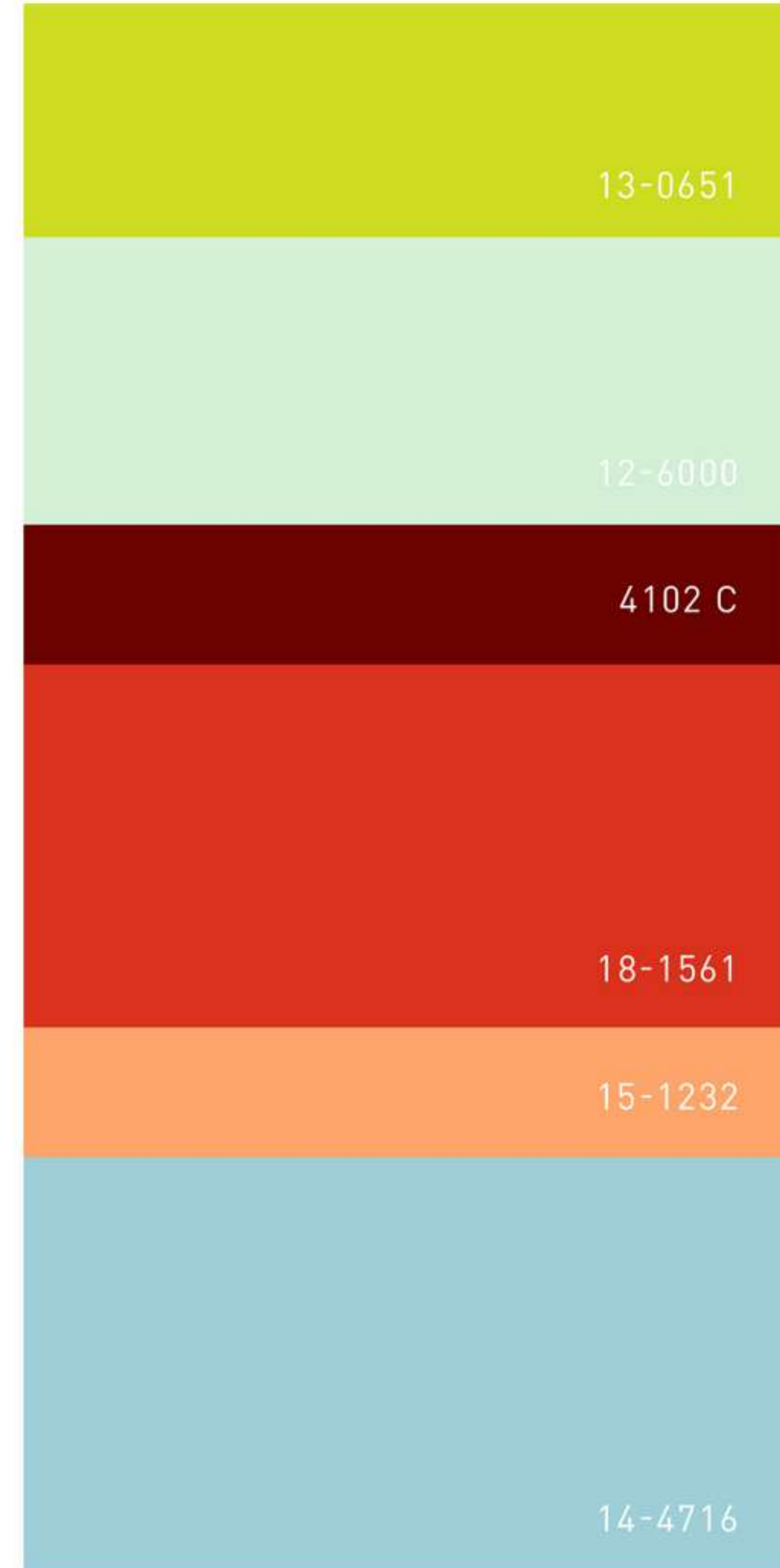
## MOOD



Be inspired by the high-shine, translucent qualities of jelly across footwear, accessories, interior design and beauty

# USP INSPIRE: JOYFUL JELLY

## COLOUR



Be inspired by the bright, bold colours of jelly, from orange-red and cantaloupe to sky blue, deep cherry, pale mint and lime zest