

UNIQUE **S**TYLE **P**ATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS



USP INSPIRE:
READY-TO-SLEEP



Sleepwear makes its way out of the house and into everyday fashion – seen not only in a summery nightie dress style (*see our Next Big Thing: The Nightie Shift*) but also reimagined in cosy, winter-ready looks.

At the latest CPHFW shows, designers **Nicklas Skovgaard** and **Cecilie Bahnsen** quite literally brought ‘duvet day’ to the runway, with padded pillow bags and quilted skirts in crisp shades of white.

Meanwhile, **Valentino’s** Resort 2026 campaign takes a different approach to the sleepwear trend, where models showcase the new collections lying on beds, photographed from a bird’s-eye view.

USP: Comfort becomes a priority in fashion, as the lines between loungewear and ready-to-wear continues to blur.

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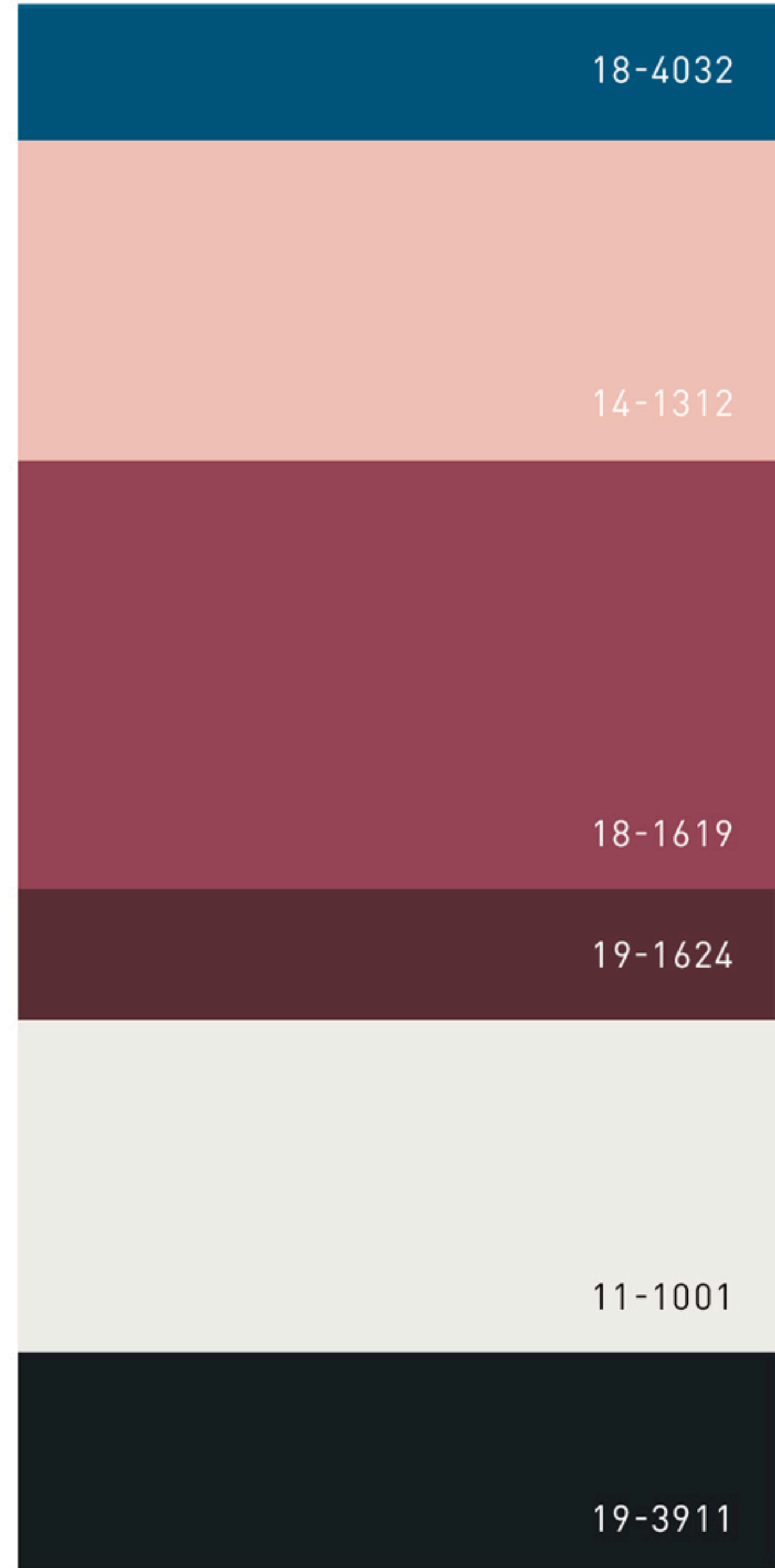
MOOD



Be inspired by a duvet day aesthetic, including cosy oversized padded coats, pillow bags, cushioned slippers & eyemasks

USP INSPIRE: READY-TO-SLEEP

COLOUR



Be inspired by soft bed linen hues, from maroon, dusty pink & deep water to white feather and detail black