

UNIQUE **STYLE** **PLATFORM**  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
GOTHIC GLAMOUR







An influx of films hit the screens ahead of **Halloween**, such as *Frankenstein*, *Bugonia*, and the second season of *Wednesday*. **Lady Gaga** joined **Jenna Ortega** on the *Wednesday* tour to promote her new song *The Dead Dance* in New York, wearing a **witch-inspired** one piece by Belgian designer **Anton Femia**, paired with a toppling umbrella hat by **Matthew David Andrews**.

**Miley Cyrus** fronted **Maison Margiela's A/W 25/26 Renaissance-inspired campaign**, and **Sydney Sweeney** embodied **gothic elegance** in her *Wall Street Journal* cover story.

Likewise, **Sabrina Carpenter's** new *Tears* music video referenced drag aesthetics of *The Rocky Horror Picture Show*, updating obvious Halloween aesthetics.

**USP: Dark, gothic aesthetics** offer a new take on spooky season for **Halloween 2026**. Defined by **textured embellishments** and **hazy, undefinable colour** along with **dramatic silhouettes** and **shadows** to heighten the mood and create a **theatrical atmosphere**.



# USP INSPIRE: GOTHIC GLAMOUR

# MOOD

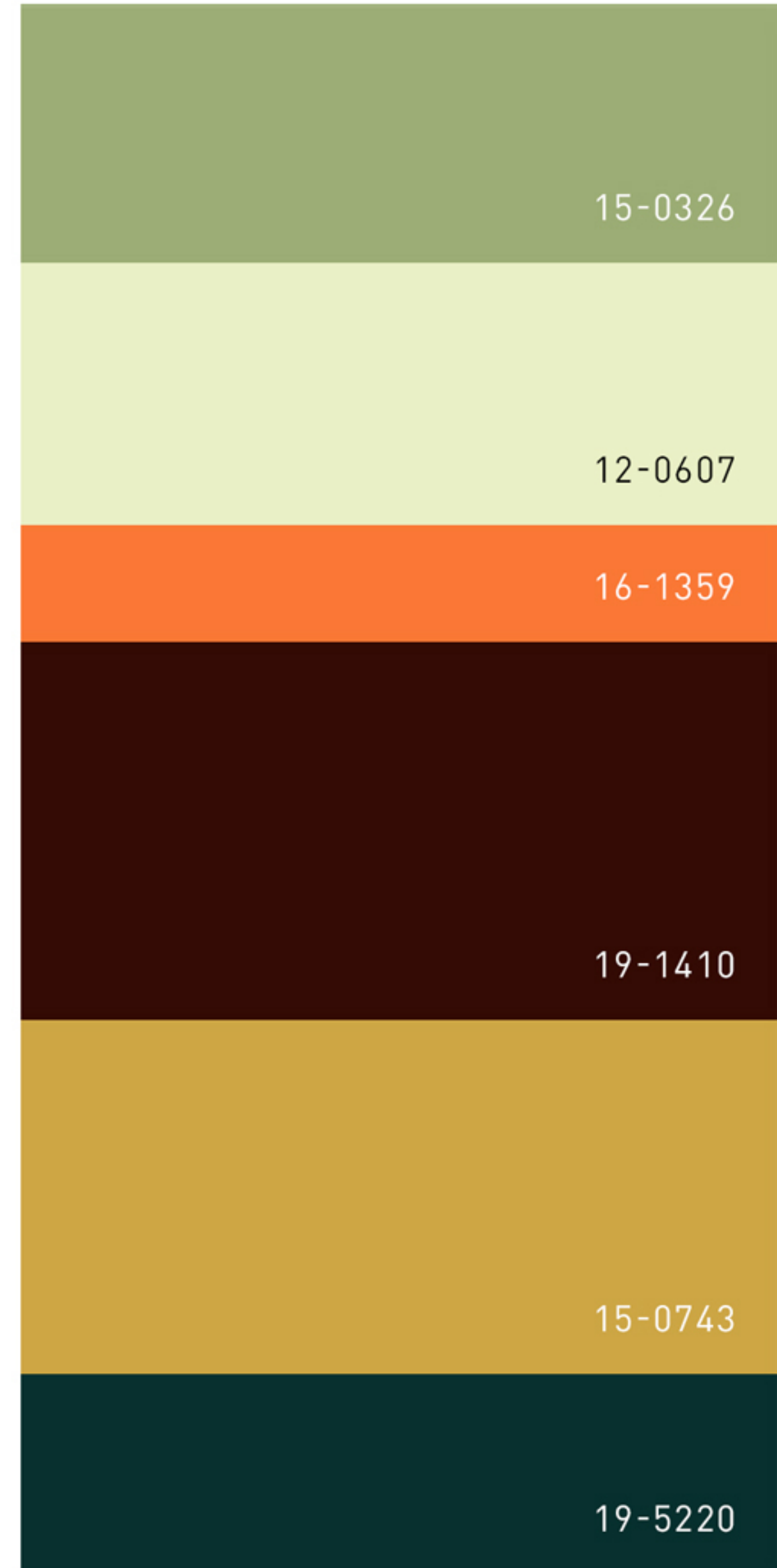
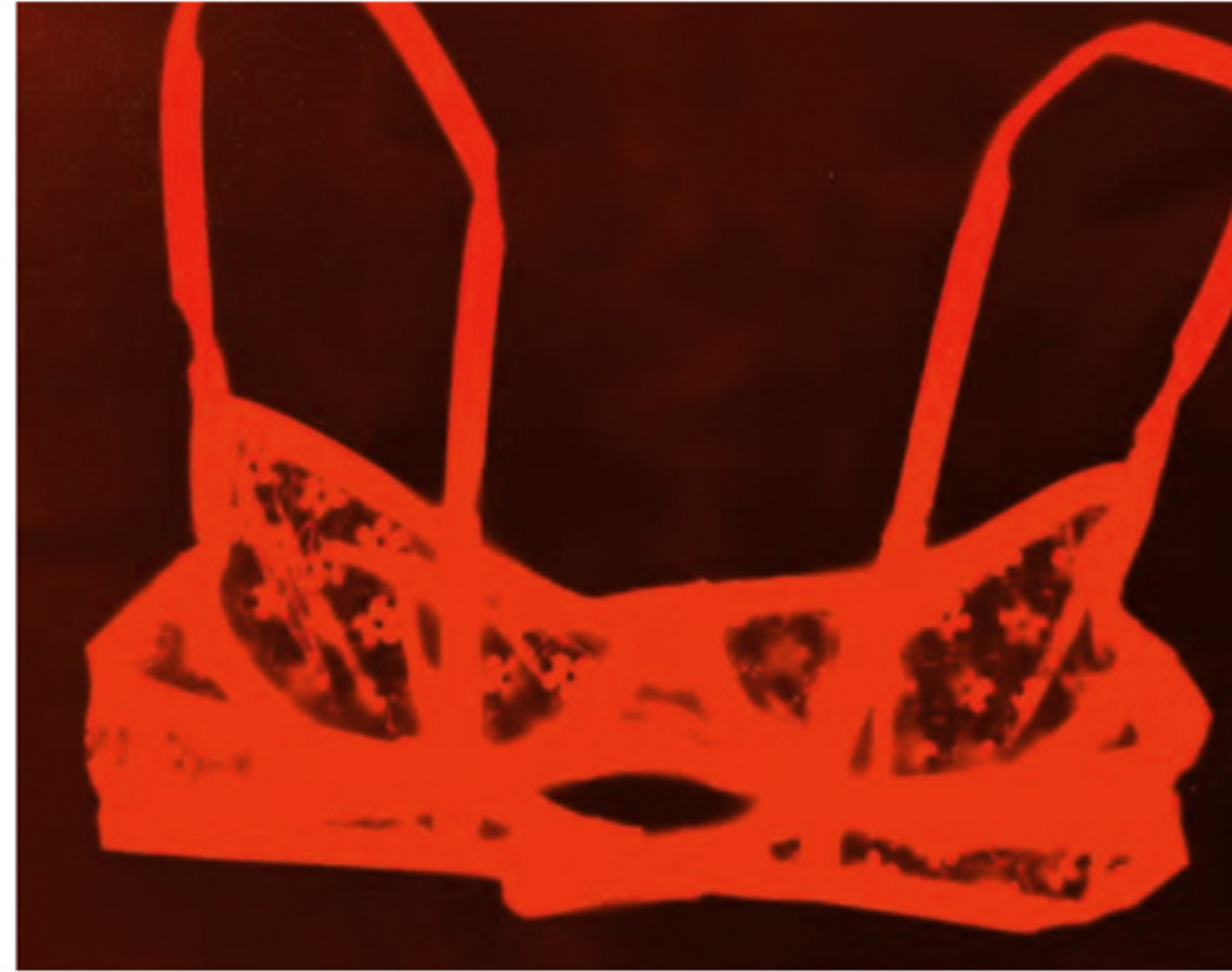
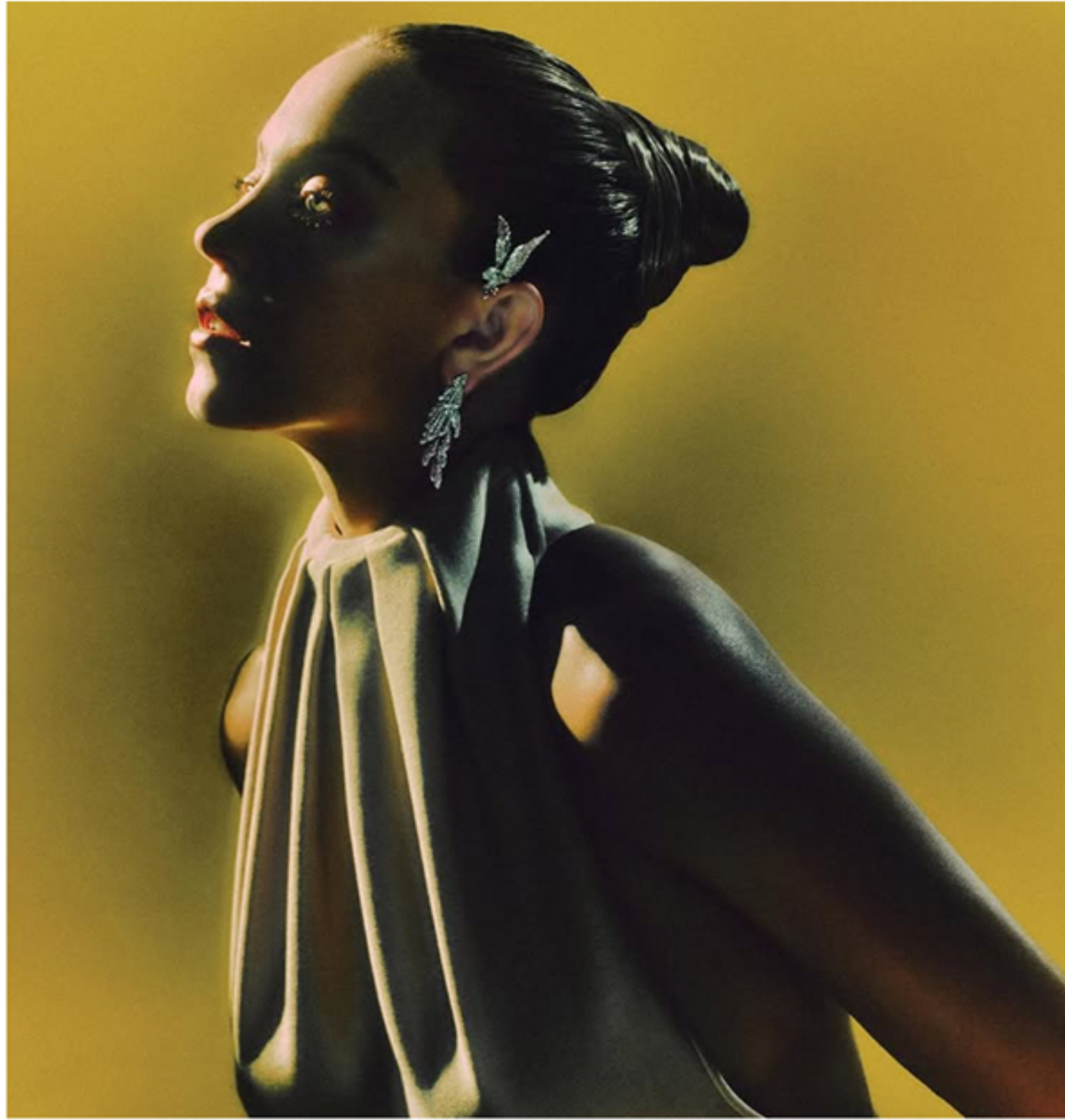


Be inspired by a dark, gothic mood across fashion, film and music, with hazy, undefinable colour, textured details and dramatic silhouettes.



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## COLOUR



15-0326

12-0607

16-1359

19-1410

15-0743

19-5220

Be inspired by a rich yet retro palette of Cabernet, Yellow Ochre, Sparrow and Orange ahead of Halloween.