

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
CHINTZY FLORALS





*Florals? For Spring...?* Not exactly groundbreaking. However, fussy **floral prints** that would usually be found on your grandmother's sofa are making a **high fashion comeback**.

A host of designers featured **chintz-inspired prints** in their S/S 26 collections, updating them through **contemporary colour combos, scale** and **pattern clashing** - including **Chloé, Miu Miu, Fendi** and **Zimmerman**.

**Classic furnishing fabrics** are also emerging in modern interiors, adding to a **maximalist styling approach** or paired with **stripes** and **checks**.

During **Art Basel Paris 2025**, designer **India Mahdavi** collaborated on a pop-up dining space where every surface was swathed in a floral pink textile inspired by the *Rose d'Ispahan*. The project reimaged hospitality as an act of emotion.

**USP: Vintage chintz florals are given a fresh spin through colour and scale.**



# USP INSPIRE: CHINTZY FLORALS

# MOOD

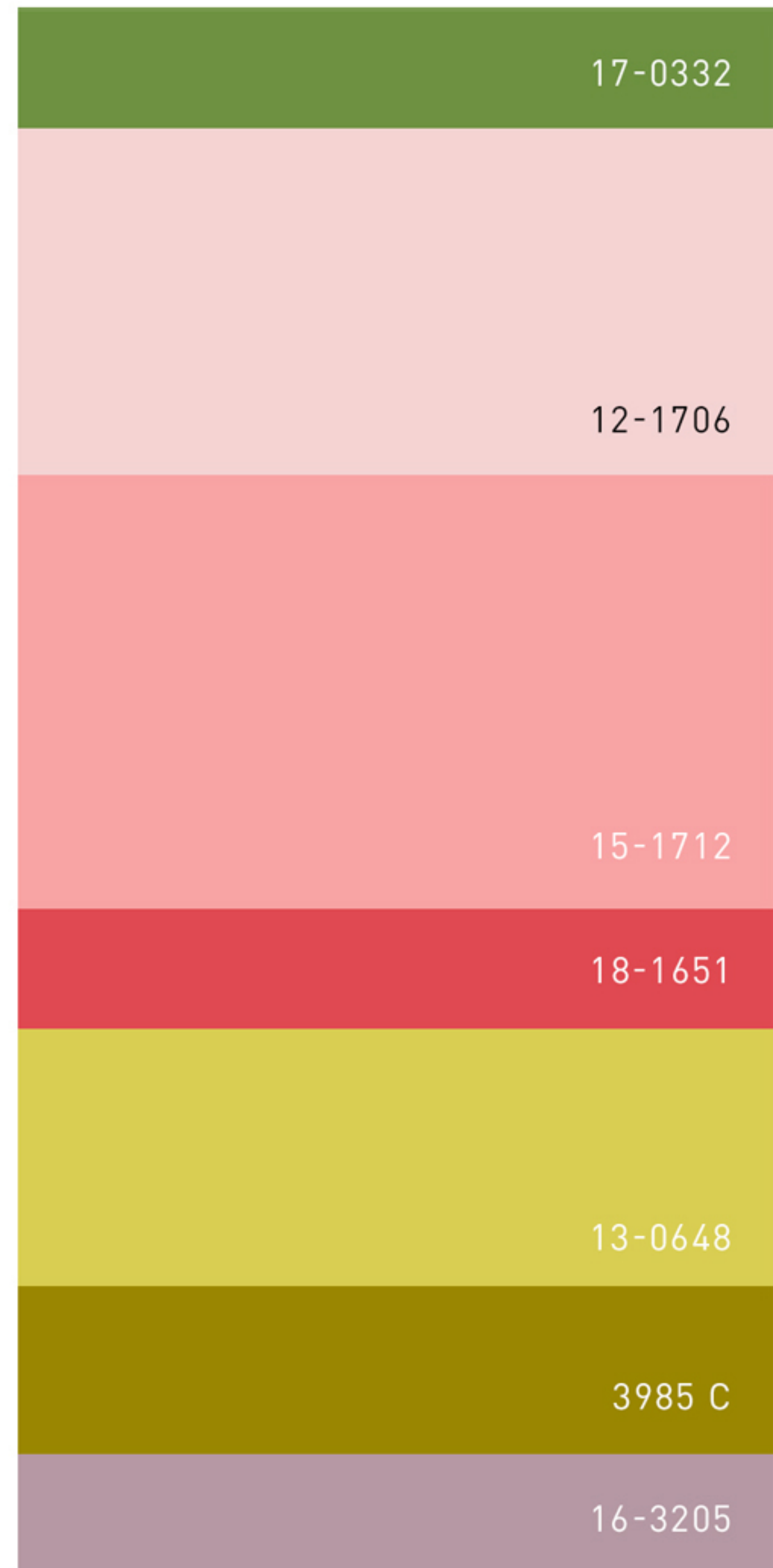


Be inspired by traditional furnishing florals updated through a vibrant use of colour, textured grounds, and clashing with stripes, checks and plaids



# USP INSPIRE: CHINTZY FLORALS

## COLOUR



Be inspired by a hyper feminine palette of daffodil yellow, rose pink and grass green, with touches of vintage lilac and chartreuse