

UNIQUE **STYLE** PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
CABBAGECORE



Welcome to **The Year of the Cabbage!** The previously overlooked vegetable is getting a luxe makeover and gaining cultural capital.

A potential recession indicator due to its low cost, the cabbage also taps into the growing obsession with gut health. Chefs have embraced the ingredient, with cooking duo **Cabbages World** even launching a line of cabbage merch.

Searches on **Pinterest** have skyrocketed, with the platform naming '**Cabbage Crush**' as one of their 2026 trend predictions. On TikTok, 77-year old vegfluencer **Gerald Stratford** showcases his produce to his followers while wearing a **McQ** cabbage print fleece.

In fashion, natural **vegative greens** are making a comeback, along with large scale **leafy prints** and **rounded or frilly silhouettes**.

USP: Embrace Cabbagecore in 2026 - as cabbages influence colour and print, in addition to health conscious cooking.

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MOOD



Be inspired by the humble cabbage - with large scale vegetable prints, sculptural silhouettes and leafy ceramics in shades of green & purple

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COLOUR



18-3834

15-0341

19-5511

14-0445

19-2430

Be inspired by a vegetal palette that combines verdant greens, such as savoy, kale and vibrant endive, with radicchio red and a pop of violet