

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



**USP INSPIRE:**  
POP OF PINK





Pink continues to capture the attention of influencers and tastemakers.

However, rather than the head-to-toe looks we saw during the colour's recent Barbie-inspired heyday, a carefully curated **pop of pink** is the new way to add a touch of fun to otherwise neutral looks.

A recent article on interior website **Domino** states that the popular 'unexpected red theory' is out for 2026, being replaced by the 'hot pink theory.' According to **Robin Heller** of **Surrounded by Color**, *"a pop of hot pink can go a long way in decorating... instantly making any space fun, bright and cheery."*

A pop of pink was a **street style** trend during the recent **S/S 26 catwalks**, while **Bella Ramsey** updated a black **Prada** suit with a vibrant pink sash on the **2026 Golden Globes** red carpet.

**USP: Replace red with bright pops of pink for a fun styling update.**



# USP INSPIRE: POP OF PINK

# MOOD

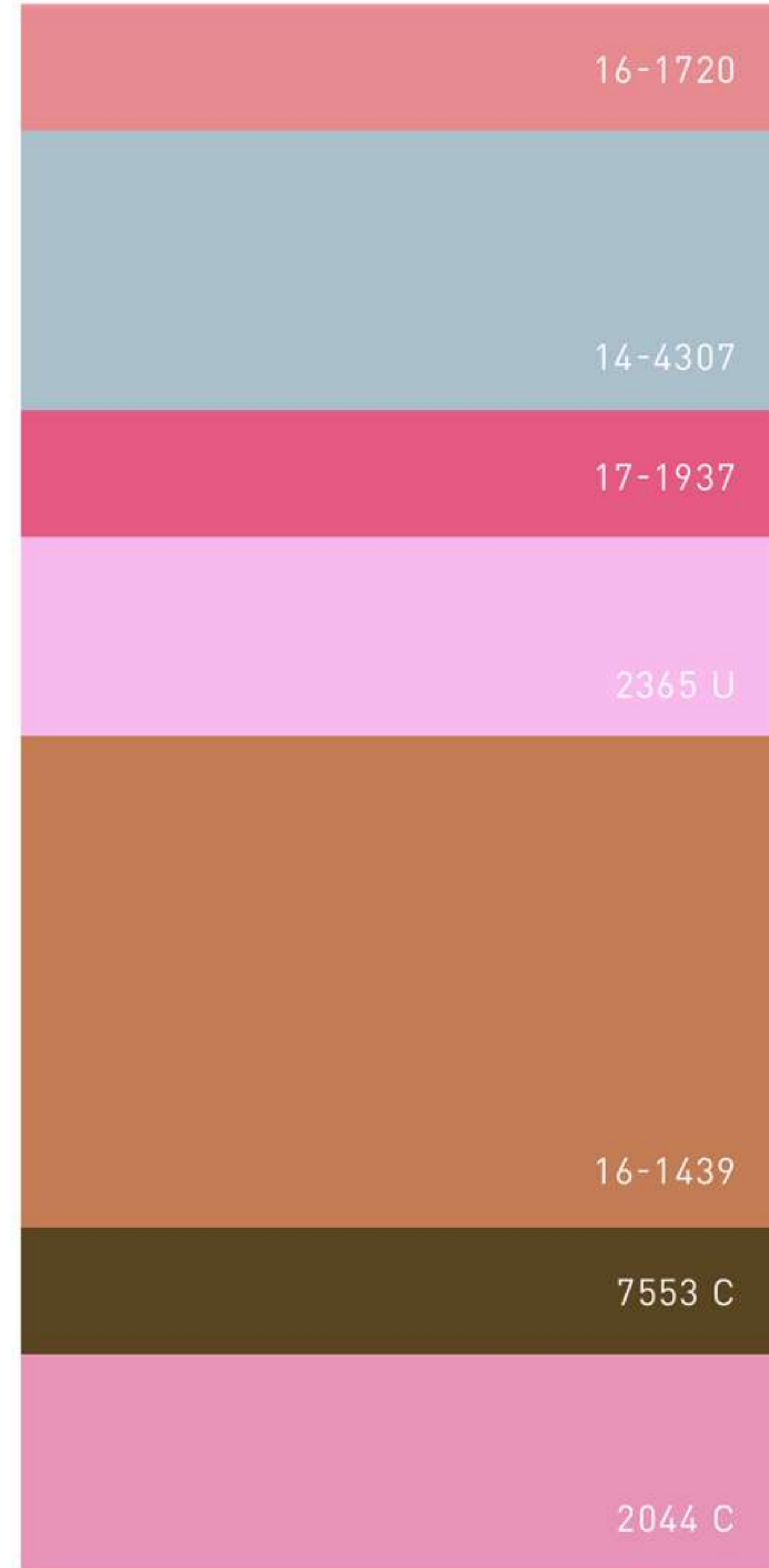


Be inspired by bright pops of pink adding an unexpected twist to otherwise neutral looks - think pink accessories, jewellery & beauty



# USP INSPIRE: POP OF PINK

# COLOUR



Be inspired by shades of bubblegum, formica, fuchsia and coral pink set against neutral-facing toffee, olive and dusty blue