

UNIQUE **STYLE** **P**ATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

A camel stands in the middle ground of a vast desert landscape. In the background, a long, low, modern building with a curved, metallic roof stretches across the horizon. The foreground is filled with sand dunes and sparse desert vegetation. The sky is a pale, hazy blue.

USP INSPIRE:
DESERT NEUTRALS



Desert neutral hues including sand, rust, succulents and warm beiges' were seen in force at **Coachella**, adorned with rhinestones or paired back in a re-emerging **normcore** or **utilitarian** aesthetic.

In fashion, **Jaded London's** new *Parachute* collection, inspired by utilitarian clothing with cargo detailing was designed in a range greiges and brown, seen on many of the stars attending Coachella 2022, including **Hailey Bieber**.

New desert-based architecture projects are reflecting their surroundings. Developed in response to booming **desert tourism** interest in the region, Chinese design studio **3andwich** has completed the build of **Desert Galaxy Camp** centre, appearing as if buried in the dunes. **Zaha Hadid Architects** took visual cues from undulating dunes when creating the headquarters for environmental management company **Beeah Group** in Sharjah, United Arab Emirates.

USP INSPIRE: DESERT NEUTRALS

MOOD



Be inspired by festival knitwear and utilitarian style for both womens and menswear, desert-influenced architecture and hot beauty palettes

USP INSPIRE: DESERT NEUTRALS

COLOUR



19-0404

16-5907

13-0513

18-1449

16-1422

14-0935

Be inspired by a palette of sandy yellows, deep rust, warm sky and succulent greens