

UNIQUE **S**TYLE **P**LATFOM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
VANILLA GIRL





Replacing the minimalist 'clean girl' aesthetic, the new 'vanilla girl' movement taps into the desire for a soft and comfortable, yet highly polished, aspirational lifestyle. In an era where maximalist, OTT and weird looks have dominated, the 'vanilla girl' mood is a welcome return to timeless staples.

With over 320 million views, *#vanillagirl* has been taking over **TikTok**. It combines cosy loungewear and relaxed tailoring in a warm, neutral palette, alongside an understated approach to luxury, as elevated skincare and fragrance are also key.

# USP INSPIRE: VANILLA GIRL

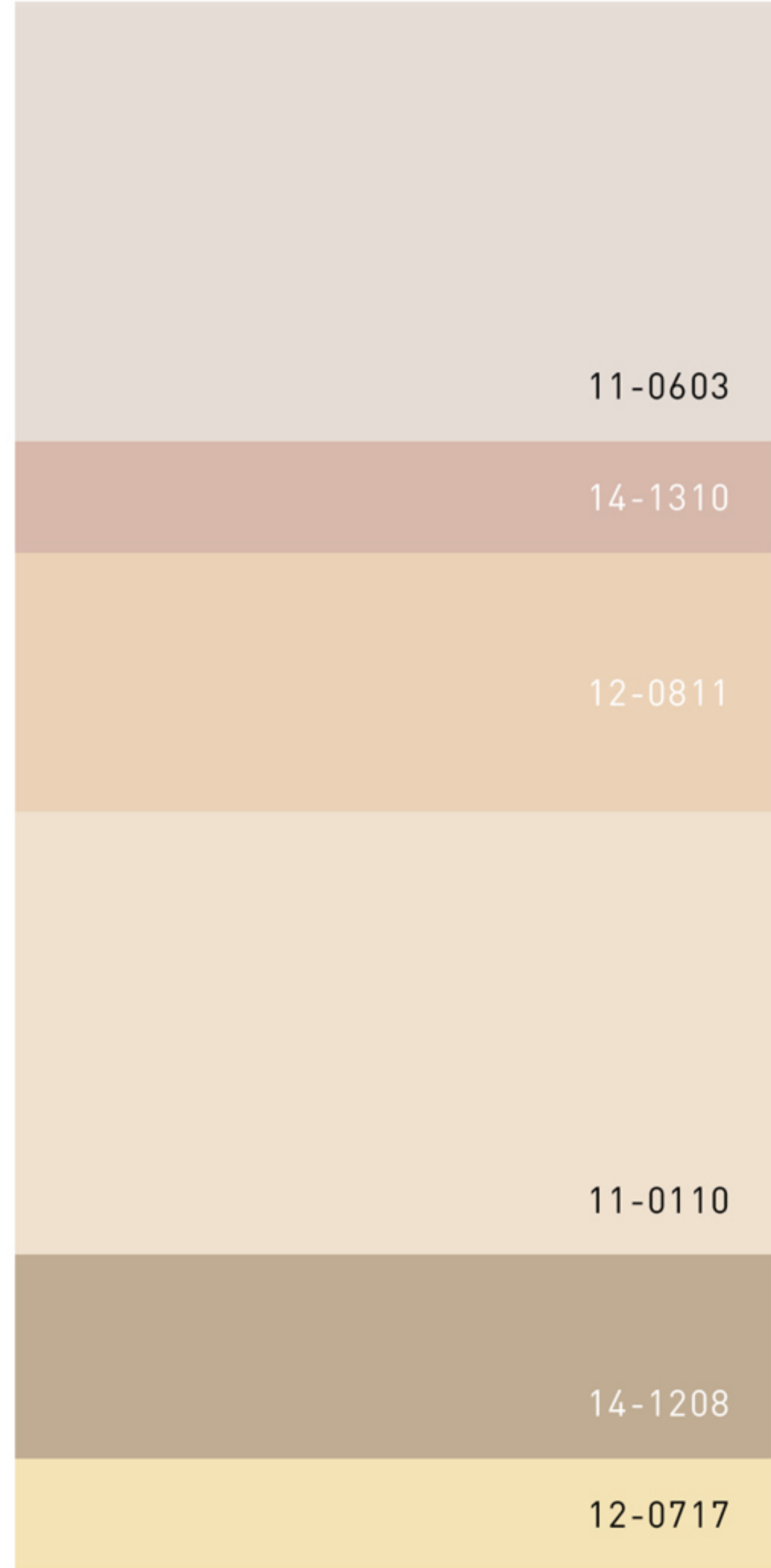
# MOOD



Be inspired by a minimal yet comfortable mood, with timeless separates in cosy fabrications, alongside clean beauty and relaxing interiors

# USP INSPIRE: VANILLA GIRL

# COLOUR



Be inspired by a palette of creamy neutrals, combining almond milk, cotton and soft apricot, with highlights of tinted rose, iced latte and banana