



UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
FARM YARD FUN



As the **obsession with nature** continues, fashion is adopting a new take on the **farm yard-inspired** aesthetic. Moving away from a twee cottagecore mood, designers are referencing nature in a **playful, graphic and slightly surreal** way, while also making a statement about **sustainability** and **plant-based lifestyles**.

The A/W 23/24 catwalks were awash with farm yard imagery. **Collina Strada's** collection was titled *Please Don't Eat My Friends* and saw models wearing animal prosthetics and hoof-printed **Vans**.

Christopher Kane used AI-generated prints of pigs and chicks, while **Burberry's** collection included duck motifs, feathers and wellies.

For their latest campaign **PETA** have created a mock children's TV show with ad agency **House 337**. Starring comedian **Jessie Cave** and set at fictional *Red River Farm*, cute cows and sheep sing about animal cruelty and ask viewers to stop wearing all animal products, including wool.

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MOOD



Be inspired by a playful take on farm life, with graphic prints, animal imagery and fun yet functional accessories

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COLOUR



18-4051
13-0755
2695 C
16-1363
14-3207
19-0315

Be inspired by a palette of bold brights, including jaffa, cobalt and bubblegum, contrasted with the natural tones of blackcurrant, olive and daffodil