



UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
INFLATED



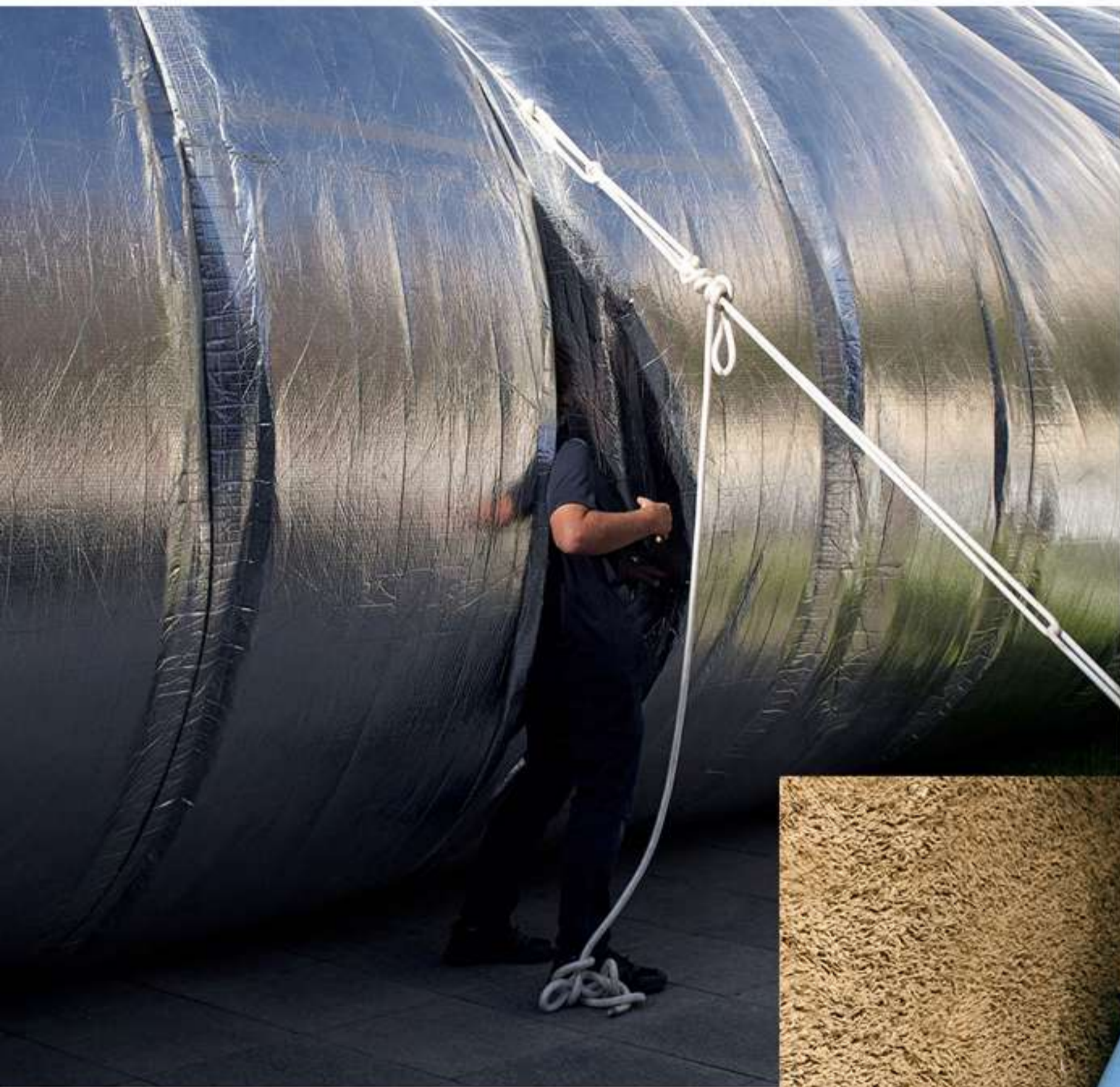
Fashion and design have been overtaken by an OTT **inflated aesthetic**, with **supersized silhouettes** and **overblown, amplified shapes** created in **plasticated** and **rubberised** fabrications.

Art collective **MSCHF**'s *Big Red Boots* went viral online due to their extreme size and cartoon-like appearance, worn by a host of attention seeking influencers. **Sam Smith** also made headlines by wearing an inflated and exaggerated PVC suit to the *2023 BRIT Awards*, created by designer **Harri**, known for his trademark balloon-like, latex pieces.

This blown up, hyper-real mood blurs the lines between real-life and fantasy, also emerging in spacial and interior design. Chilean architect **Smiljan Radic** has created an inflatable, metallic structure that acts as a stage for the country's 2023 architecture biennial, while **Tom Dixon** has designed a range of plump door accessories for Danish brand **D Line**.

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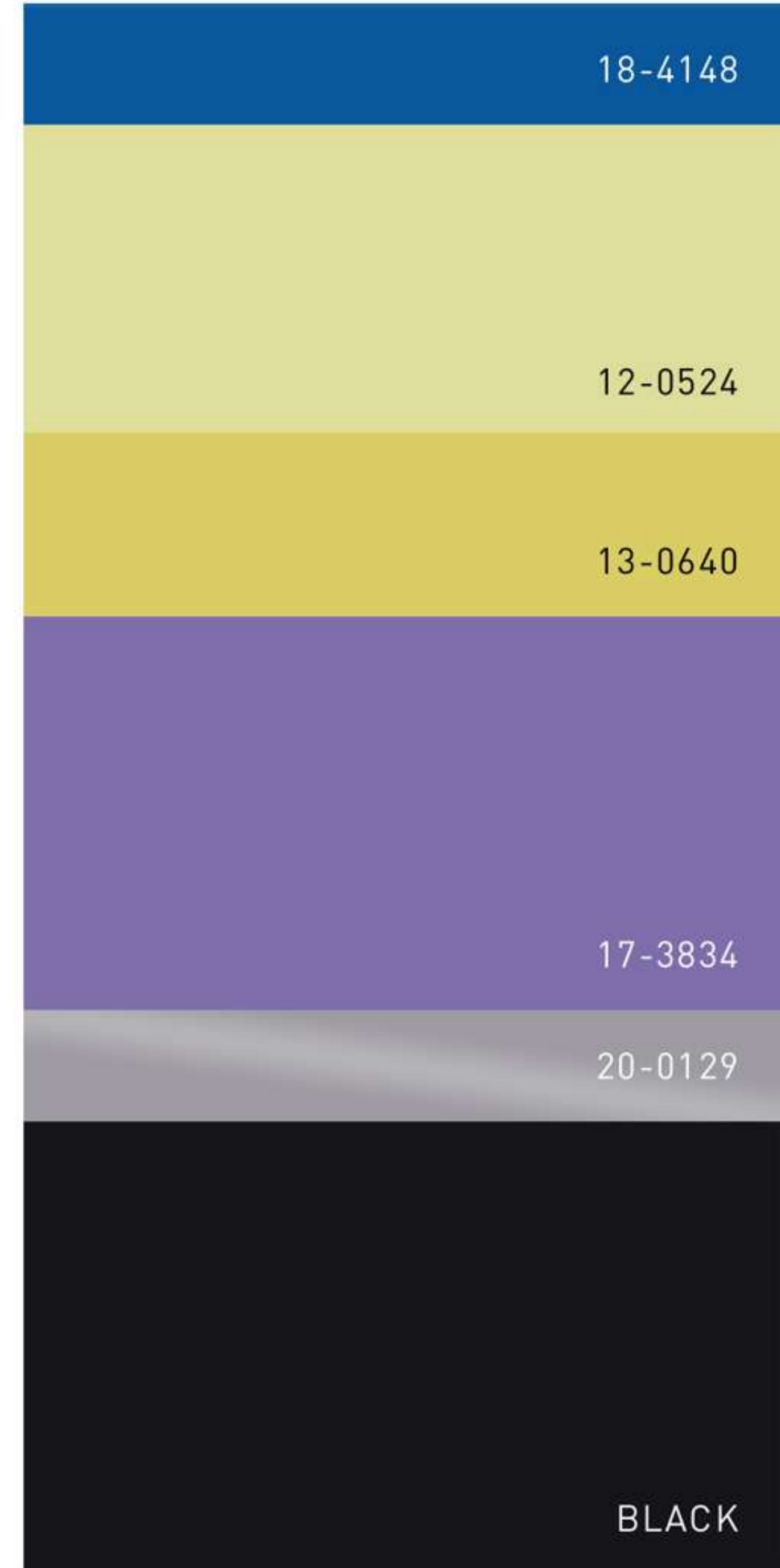
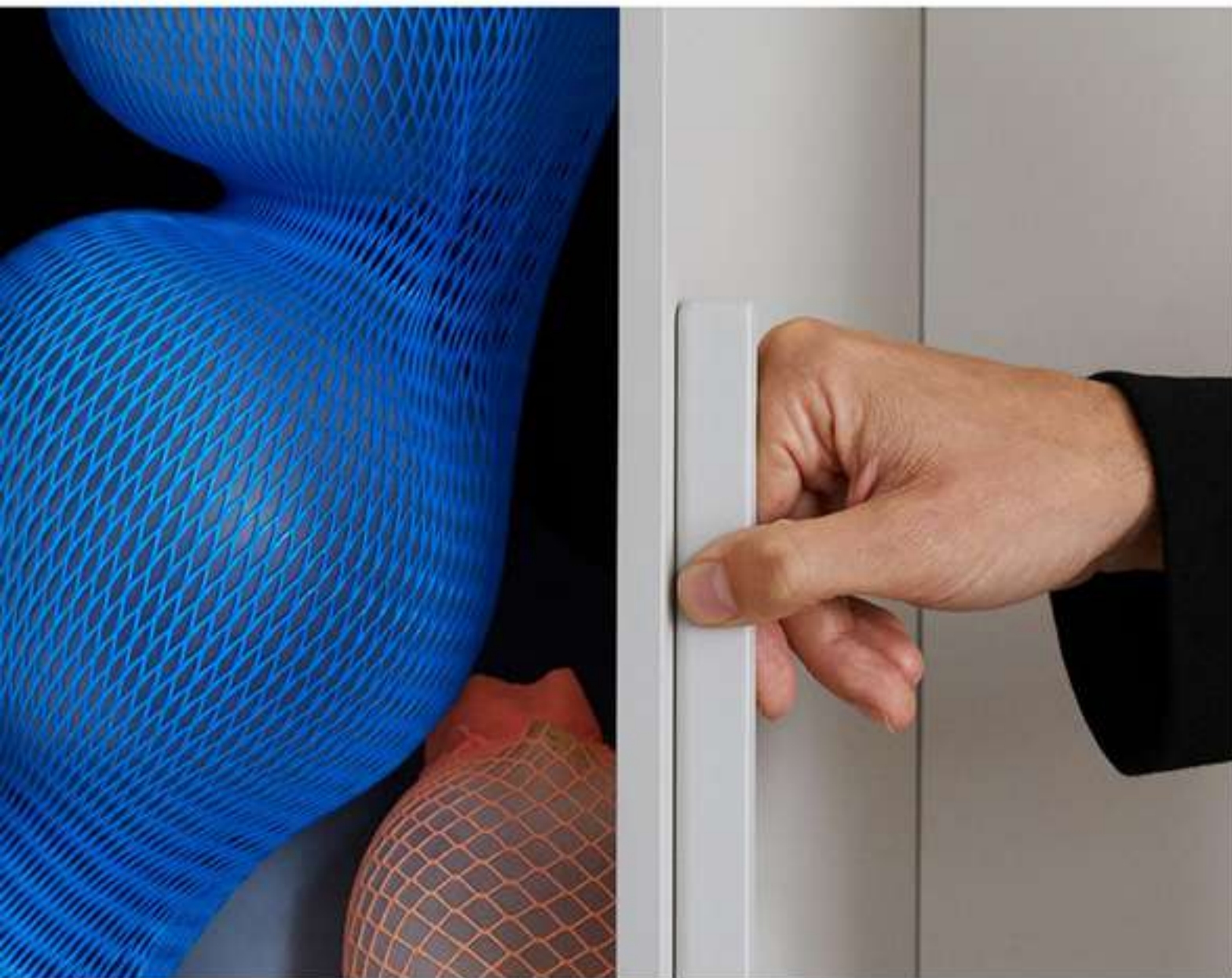
MOOD



Be inspired by a puffed up, inflated mood, complete with supersized silhouettes and leather, metallic or matte & rubberised finishes

USP INSPIRE: INFLATED

COLOUR



18-4148

12-0524

13-0640

17-3834

20-0129

BLACK

Be inspired by a palette of off-beat brights, combining shades of lemon, violet and cobalt, mixed back with pure black and silver