

UNIQUE **S**TYLE **P**LATFOM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
CHILDLIKE CHIC



Nostalgia continues to be a key motivation for consumers who are looking to **escape** from the increasingly difficult responsibilities they face as adults, turning to **childhood characters for inspiration**.

The latest trailer for the *Barbie* movie has dropped in advance of its July 2023 release date, exploring the life of the world's most famous doll, while a rumoured *Polly Pocket* film is also in the works.

Childlike silhouettes and brightly coloured, plasticated finishes are emerging in both fashion and interiors, creating a naive and playful mood. On the A/W 23/24 catwalks **Loewe** showcased moulded, cartoon-esque pieces, while **Red Wing Shoes** have released a remake of **Nintendo** star *Mario's* boots. Also, designer **Christian Cowan** has launched a new collab with *Teletubbies*.

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TRAILER



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MOOD



Be inspired by a playful, childish mood, combining simple silhouettes and graphic shapes with fun and quirky accessories

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COLOUR



18-4440
11-1006
15-1919
13-0220
15-5534
15-3720

Be inspired by a sickly sweet pastel palette, combining lilac, lime, soft petal and sugary pink, with bright contrasts of apple and cerulean blue