

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
COLOUR POP



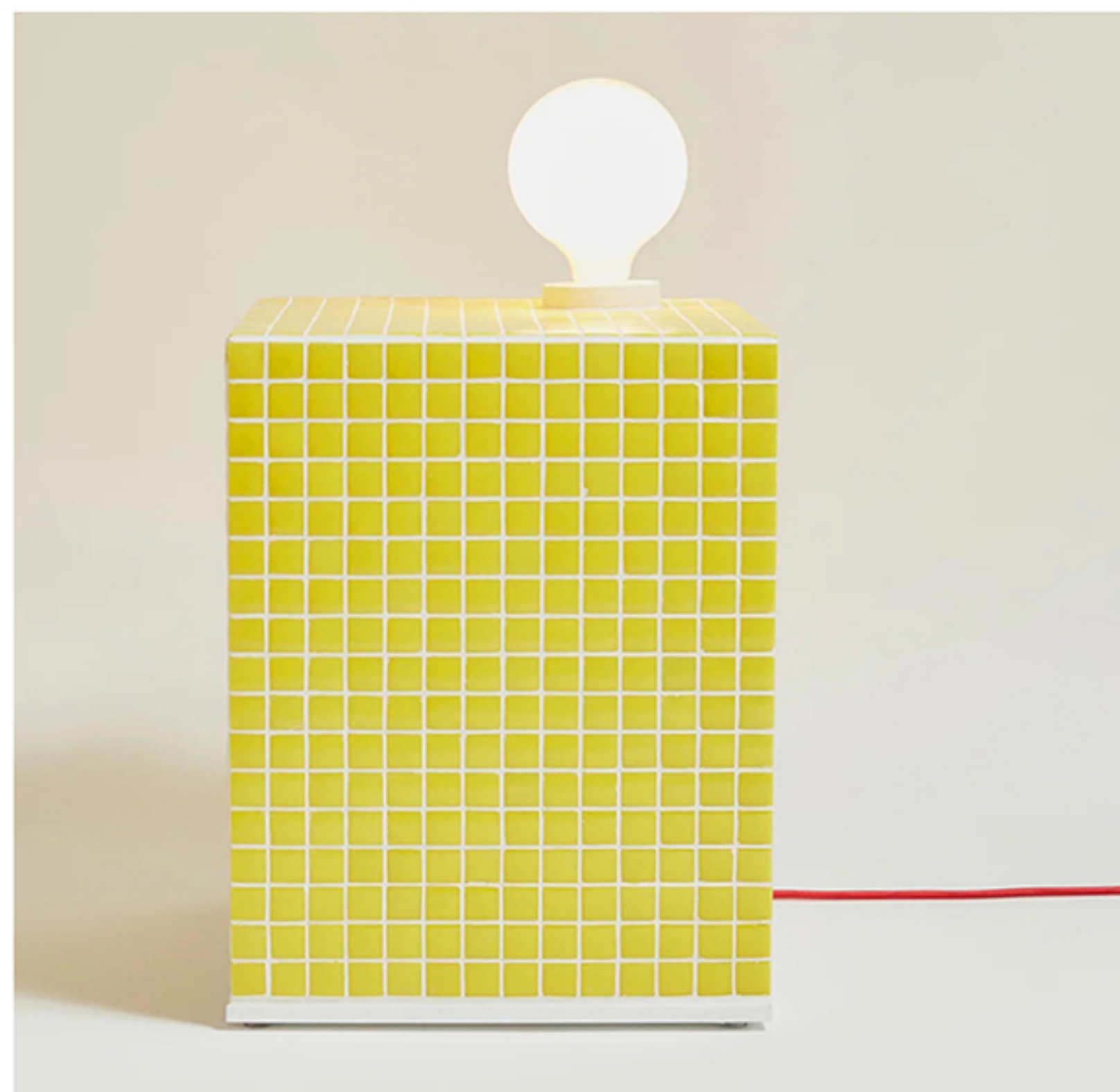
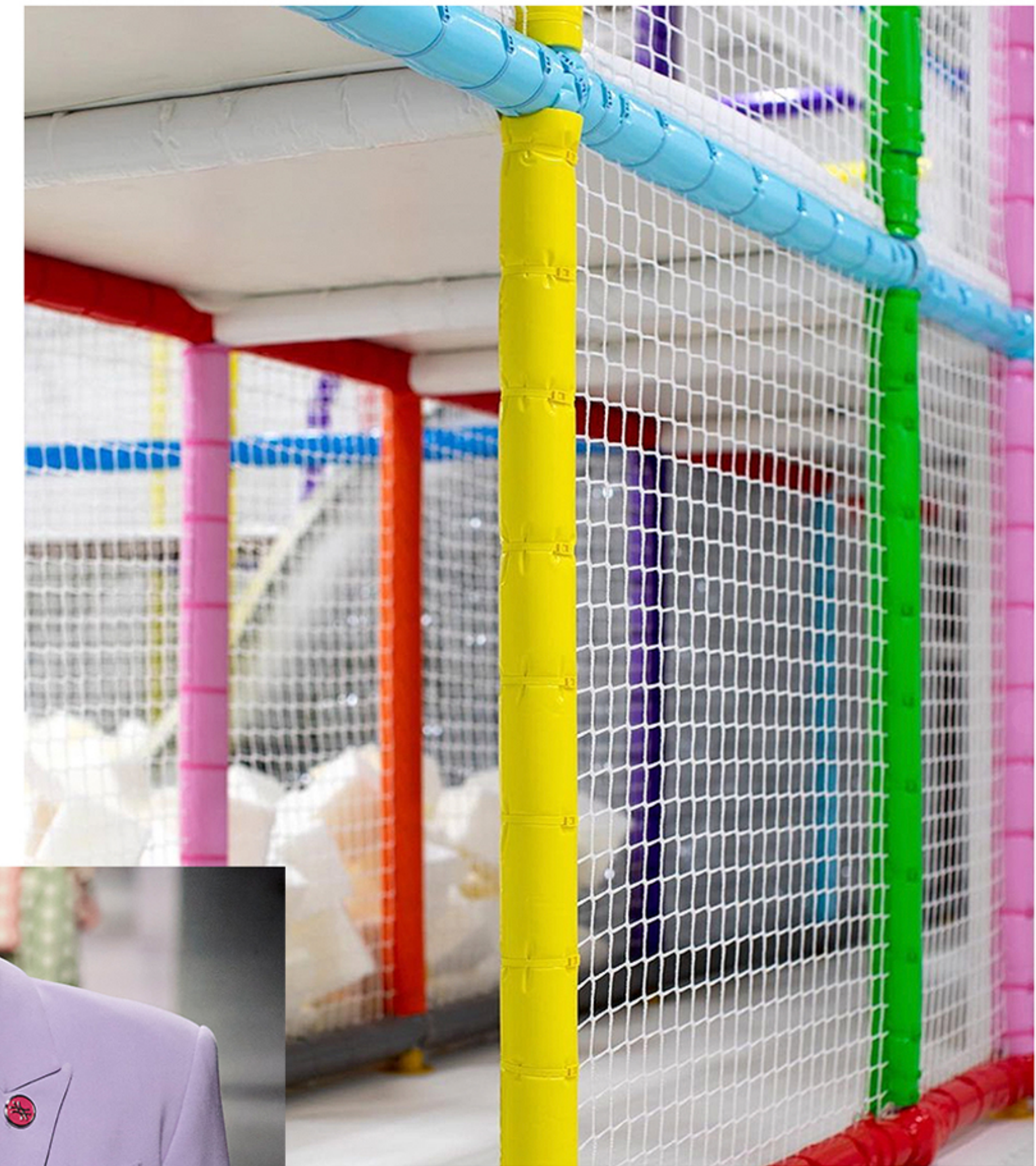


At USP we are constantly reviewing **attitudes around colour** and how these are **shifting**. In our **A/W 24/25 Colour report** we explore the rising **prominence of neutral tones** and if bright colour is **gradually disappearing** from our lives.

However, we are also seeing how **'dopamine' shades** and **eye-catching colour combinations** are engaging consumers who **seek more joy** in their lives. **Bold blocking** with contrasting hues is adding a **playful touch** to fashion, accessories, beauty and interiors.

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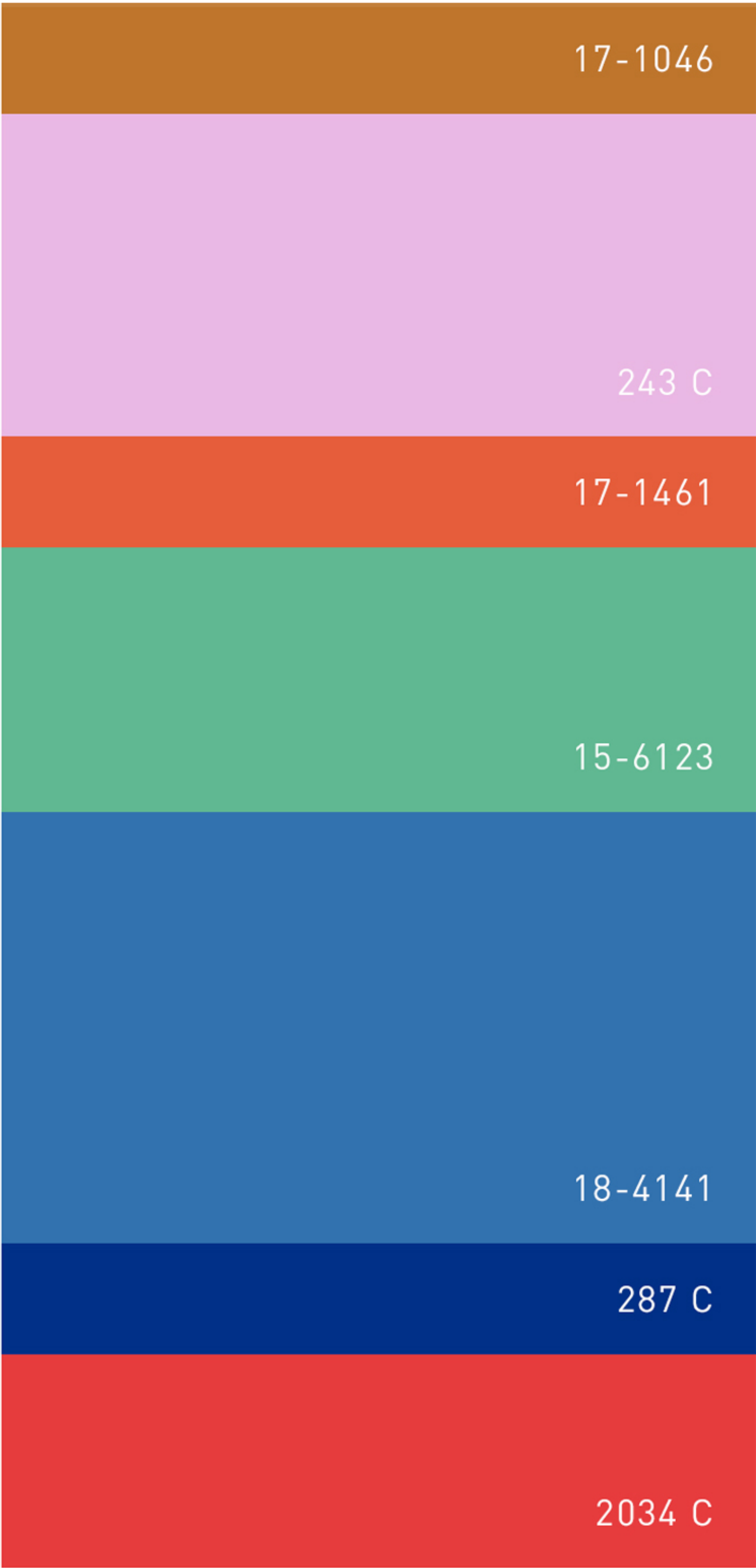
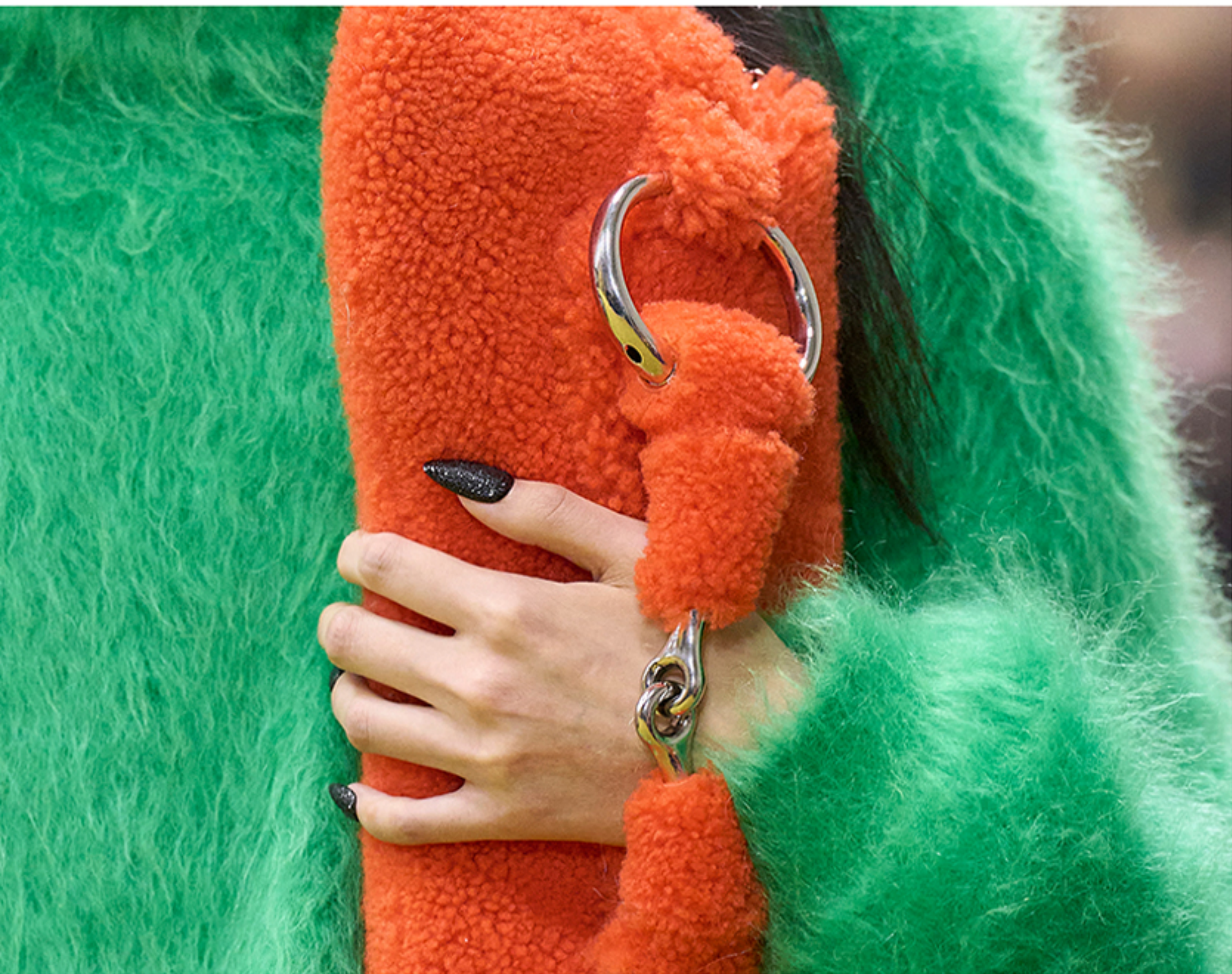
MOOD



Be inspired by confident colour blocking in contrasting brights, making a statement through bold silhouettes and synthetic surfaces

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COLOUR



Be inspired by a playful colour palette that clashes optimistic brights, such as primary red and blue, with jade, jaffa, formica pink and golden oak