

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
QUIET LUXURY





Quiet luxury, otherwise known as '**stealth wealth**', is on the rise, as the cost of living crisis makes **overt displays of money** become increasingly **bad taste**. **Understated, yet often ludicrously expensive** items are the new **wealth signifiers**.

As season 4 of *Succession* has hit our screens it brings a renewed focus on the quiet luxury phenomenon, as its costume designers liaise with wealth consultants in order to ensure its stars fully represent the lifestyle of the 0.01%. **Gwyneth Paltrow** also made headlines during her recent legal dispute, with her daily outfits worn to court, featuring pricey pieces from **The Row, Loro Piano** and **Prada**, going viral.

As work-from-home lifestyles result in corporate financial district real estate becoming increasingly empty, office buildings are being converted into luxury apartments where the super rich can live surrounded in understated opulence - such as new development *One Wall Street* in NYC.

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MOOD



Be inspired by a quietly high-end lifestyle, with classic yet elevated basics in luxe materials creating an expensive and understated mood

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COLOUR



11-0619

18-4016

14-4504

13-1010

19-1034

15-1309

Be inspired by a luxurious twist on a neutral palette, combining classic camel, walnut, latte and butter with duck egg blue and slate grey