

UNIQUE **S**TYLE **P**LATFOM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
COASTAL COWGIRL



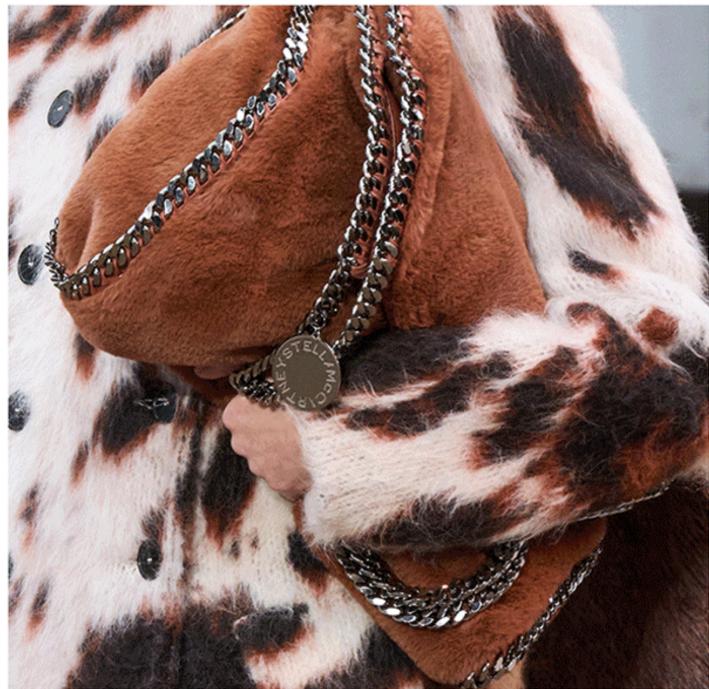
A younger, Gen Z spin on last summer's Coastal Grandmother aesthetic, the emerging Coastal Cowgirl trend is a mix of classic Western pieces with feminine, beachy boho style - think Nashville meets Los Angeles.

With over 70 million views on **TikTok**, *#coastalcowgirl* encompasses an entire lifestyle, combining fashion, beauty and music - the Spotify Coastal Cowgirl playlist has over 25,000 likes and counting.

The trend has also spread to interiors, with **Kyra Smolkin**, a Creative Director living in LA telling *Architectural Digest*; *"The base of this style is refined furniture made from woods, leathers, and airy fabrics... From there it's just about layering on your favorite throws, hanging some vintage frames, and showing your personality through knickknacks you collect at your favorite flea markets."*

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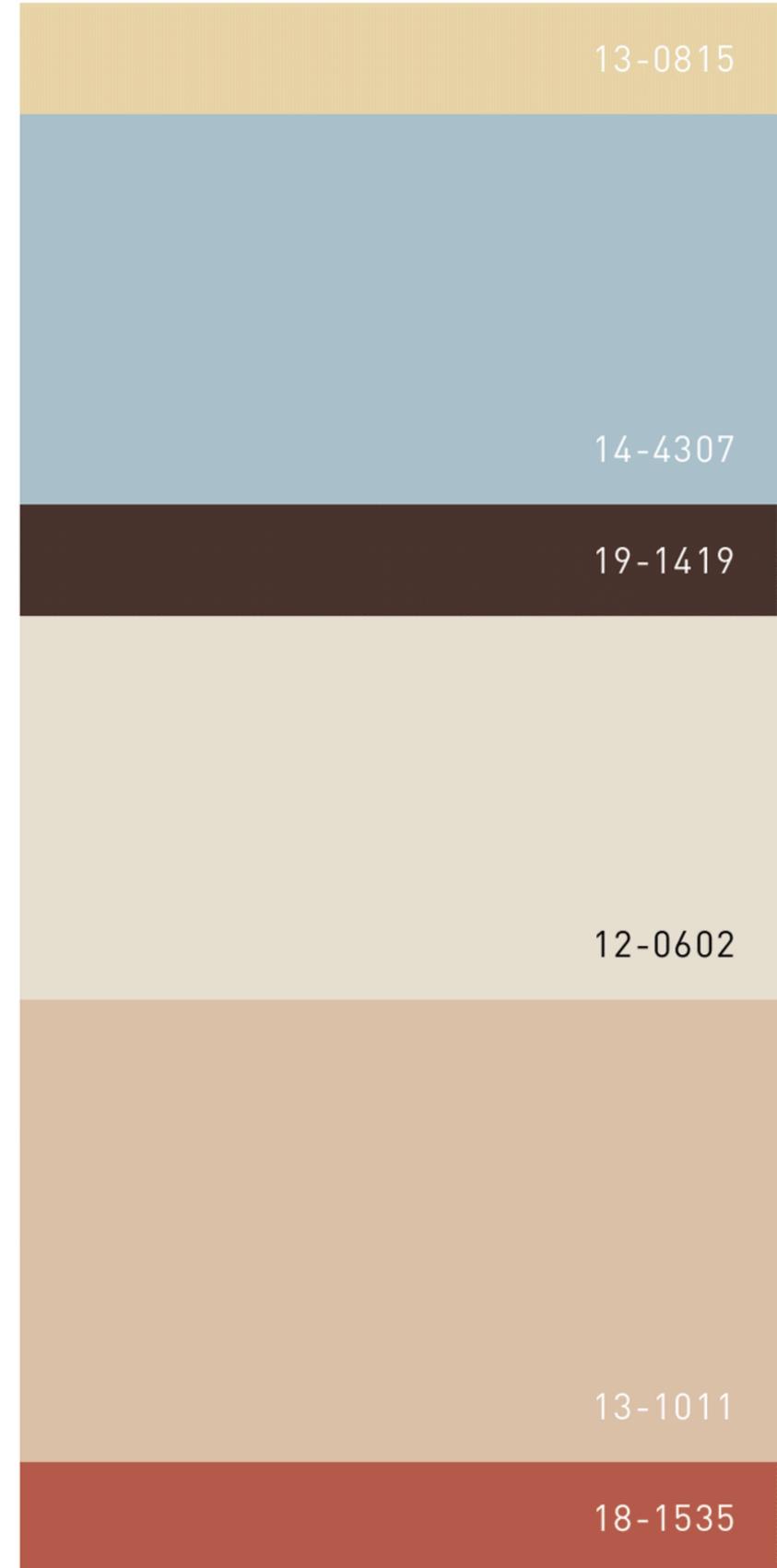
# MOOD



Be inspired by a fresh take on cowgirl style, with washed denim & suede paired with classic Western accessories, while interiors are light & bright

# USP INSPIRE: COASTAL COWGIRL

# COLOUR



13-0815

14-4307

19-1419

12-0602

13-1011

18-1535

Be inspired by a warm and beachy palette, combining sand, apricot and butter, with spice, rawhide brown and acid washed blue