

UNIQUE **STYLE** PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
YUPPIECORE



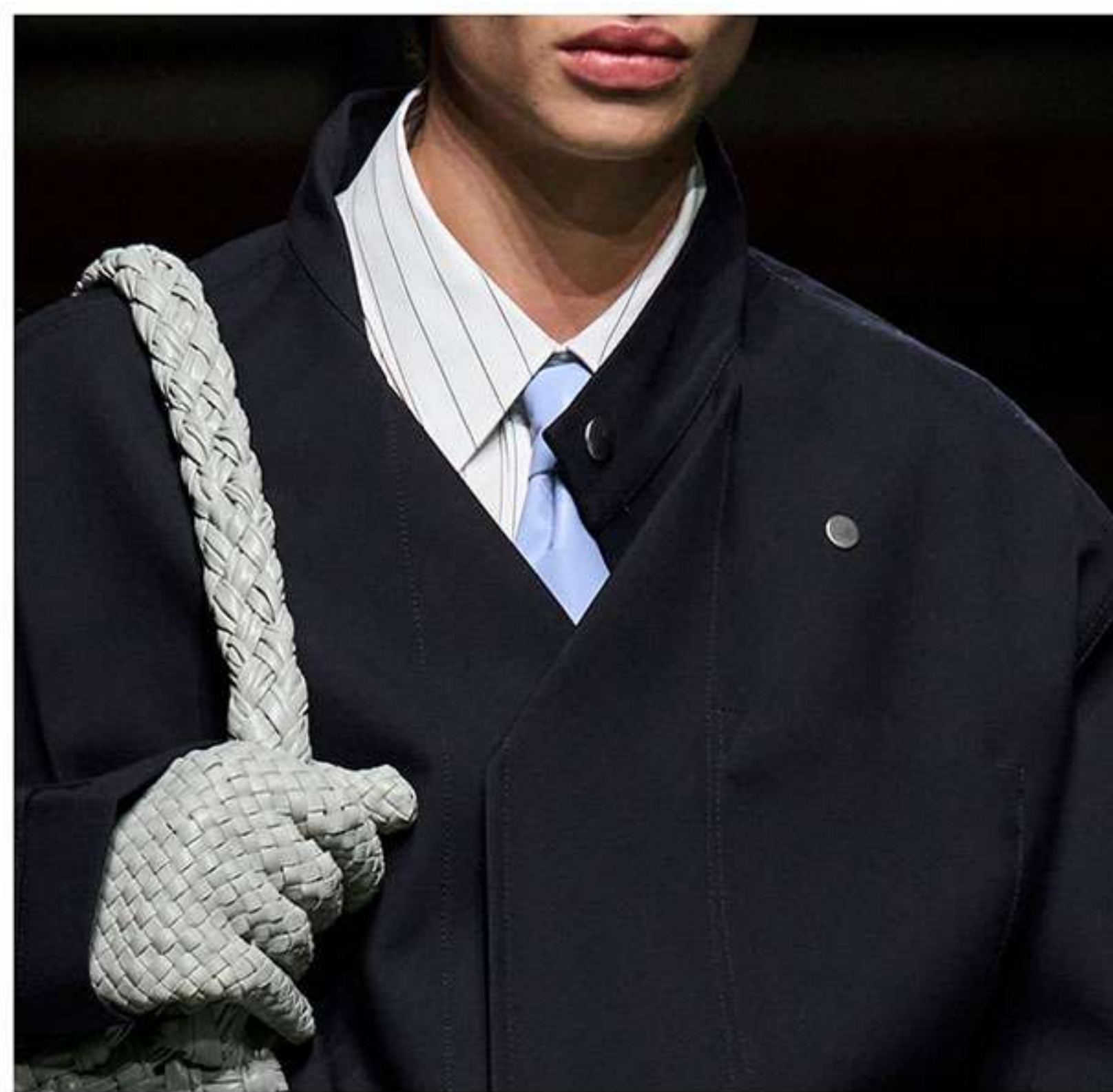
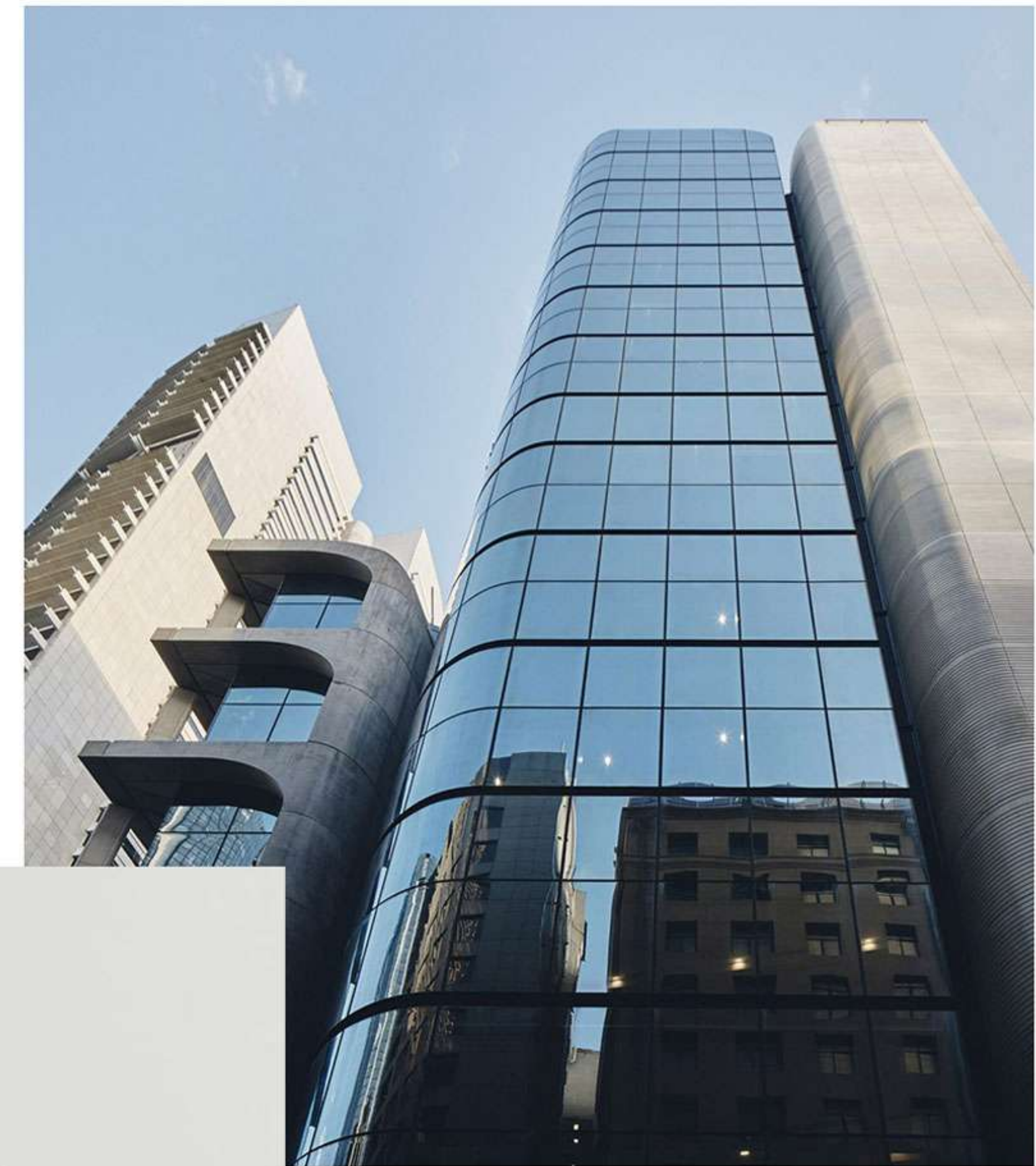
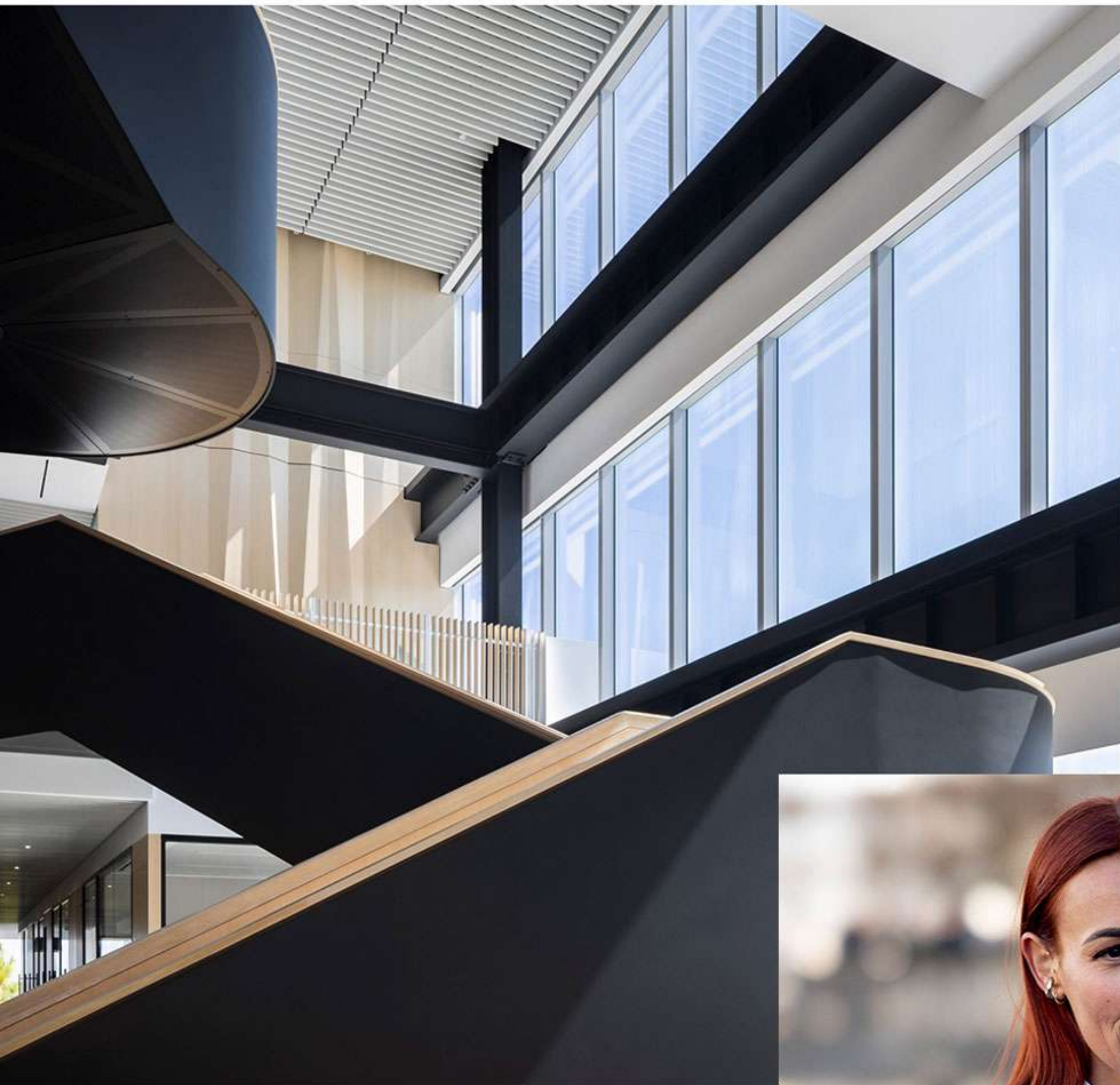
As more people return to the office post-pandemic, **professional dressing** makes a comeback, referencing the **1980's yuppie aesthetic**. However, this contemporary take on yuppie style mirrors a new, more **casual approach to work**, with trench coats, blazers, ties and pinstriped shirts worn with jeans, sneakers and caps.

A recent article on *High Snobiety* heralded the arrival of 'yuppiecore' while references to one of the most iconic yuppies, **Christian Bale** in the film *American Psycho*, are trending on **TikTok**.

Industry, a TV show set in the City of London and following the lives of the bankers that work there, has just been renewed for a third season. The fictional corporation of **Pierpoint & Co** from the show now even has it's own line of merch, as does **Waystar Royco** from *Succession*.

USP INSPIRE: YUPPIECORE

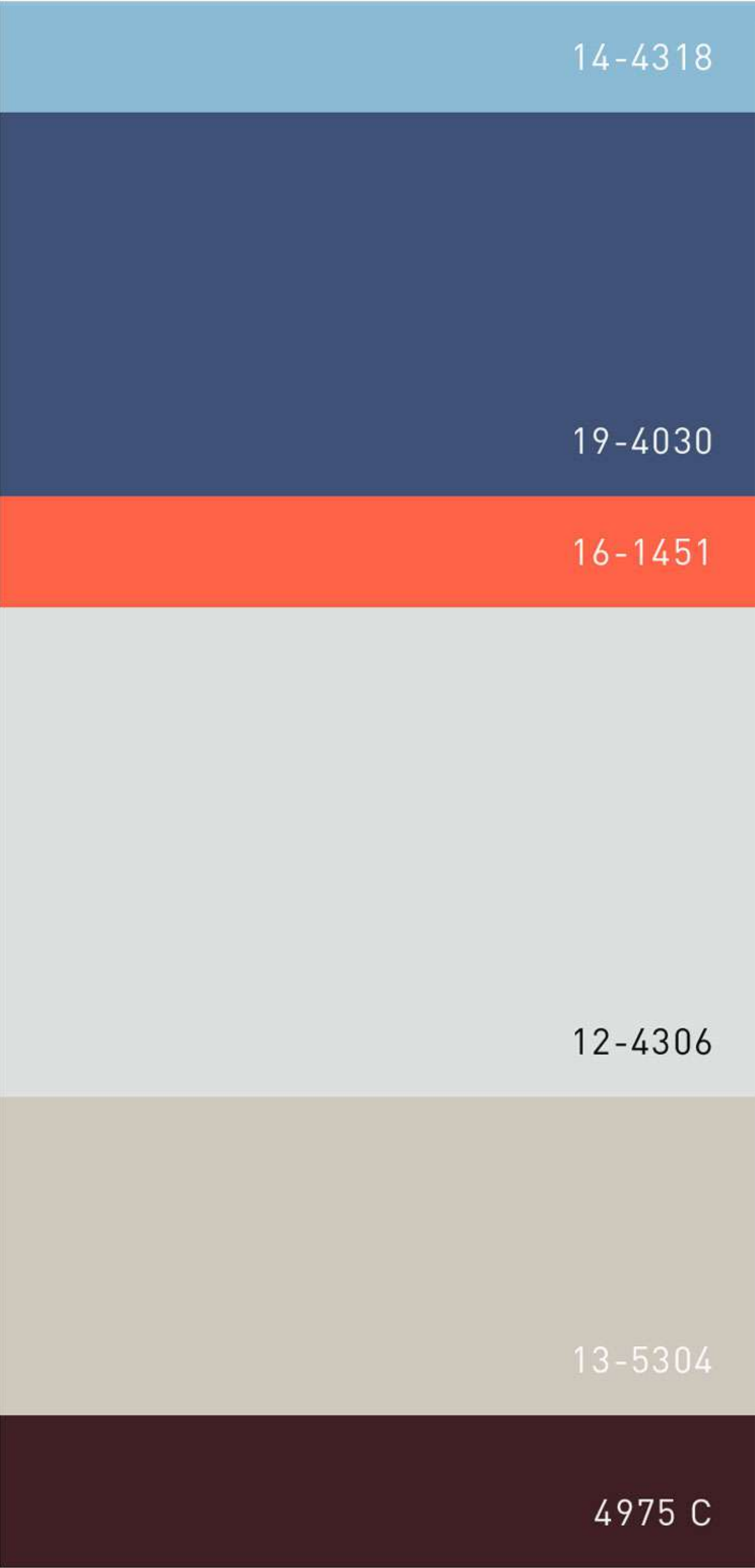
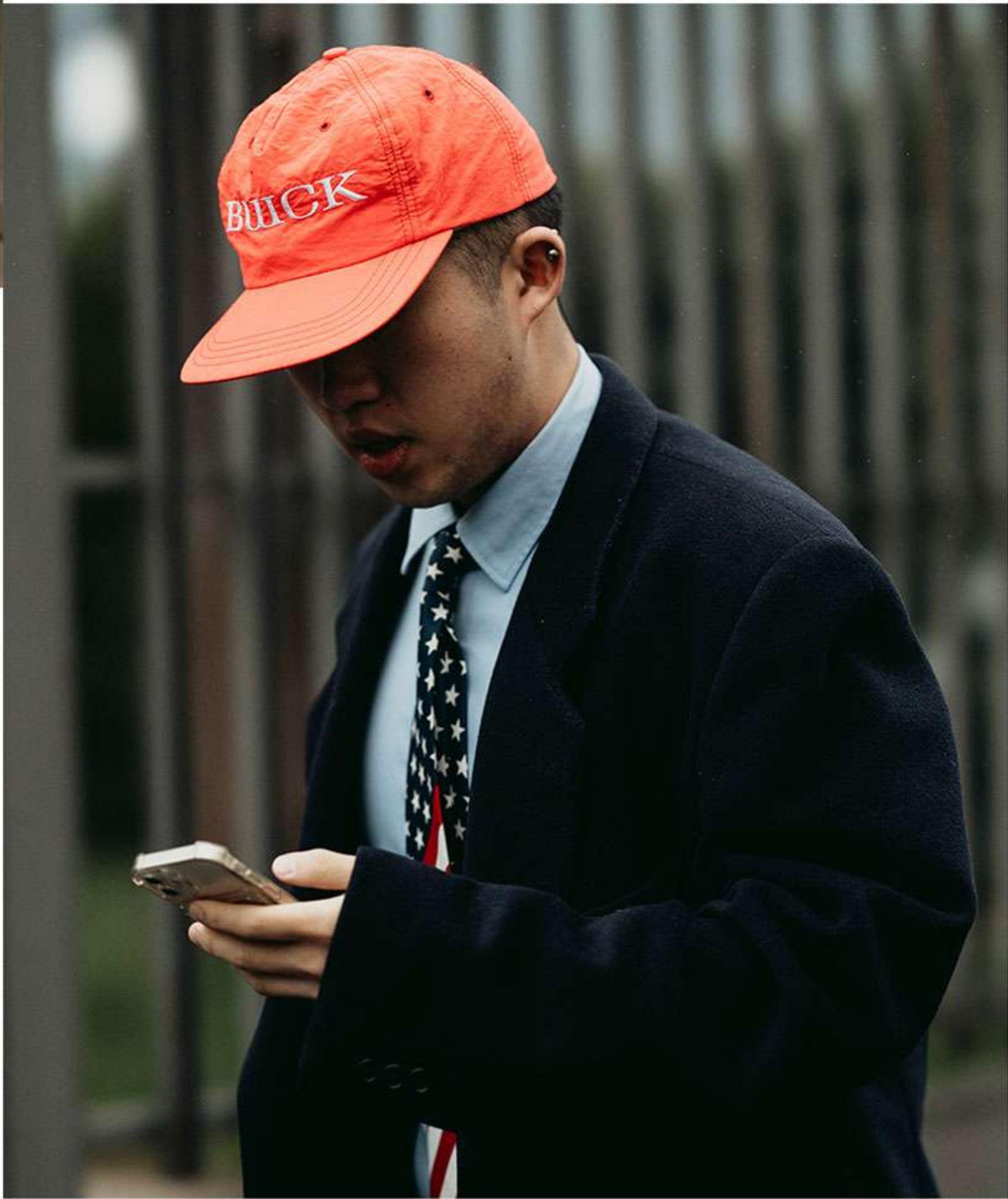
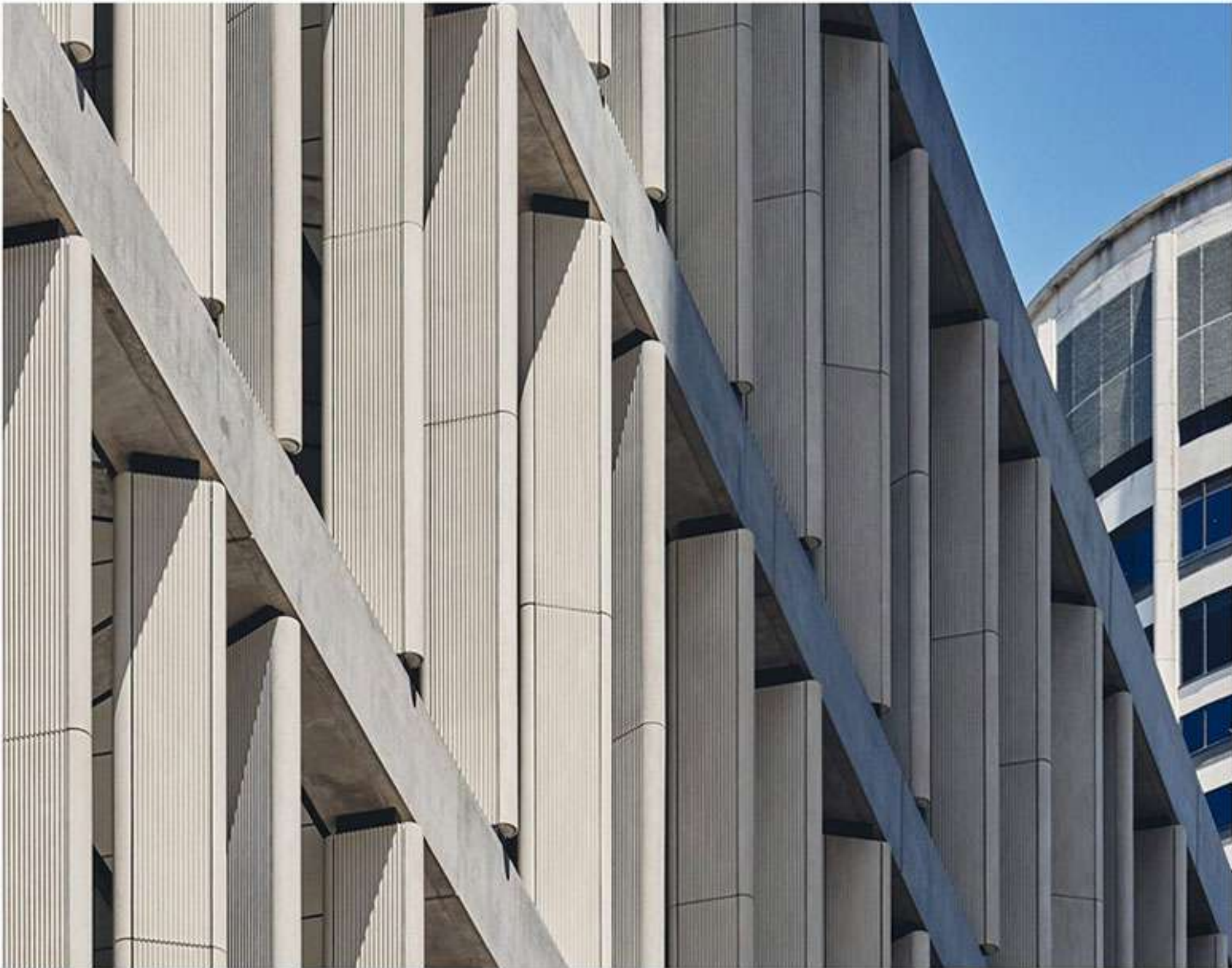
MOOD



Be inspired by a fresh take on workwear, with relaxed silhouettes, luxe fabrics and elevated styling worn against a backdrop of urban architecture

USP INSPIRE: YUPPIECORE

COLOUR



Be inspired by a classic business palette of true navy, cotton blue, polished leather and concrete, with a contemporary pop of traffic cone orange