

UNIQUE **S**TYLE **P**LATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
YUPPIECORE



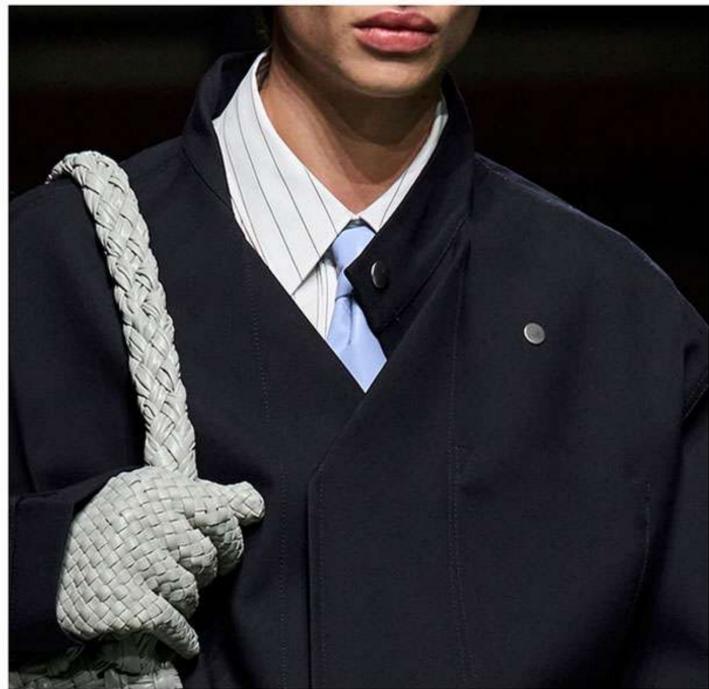
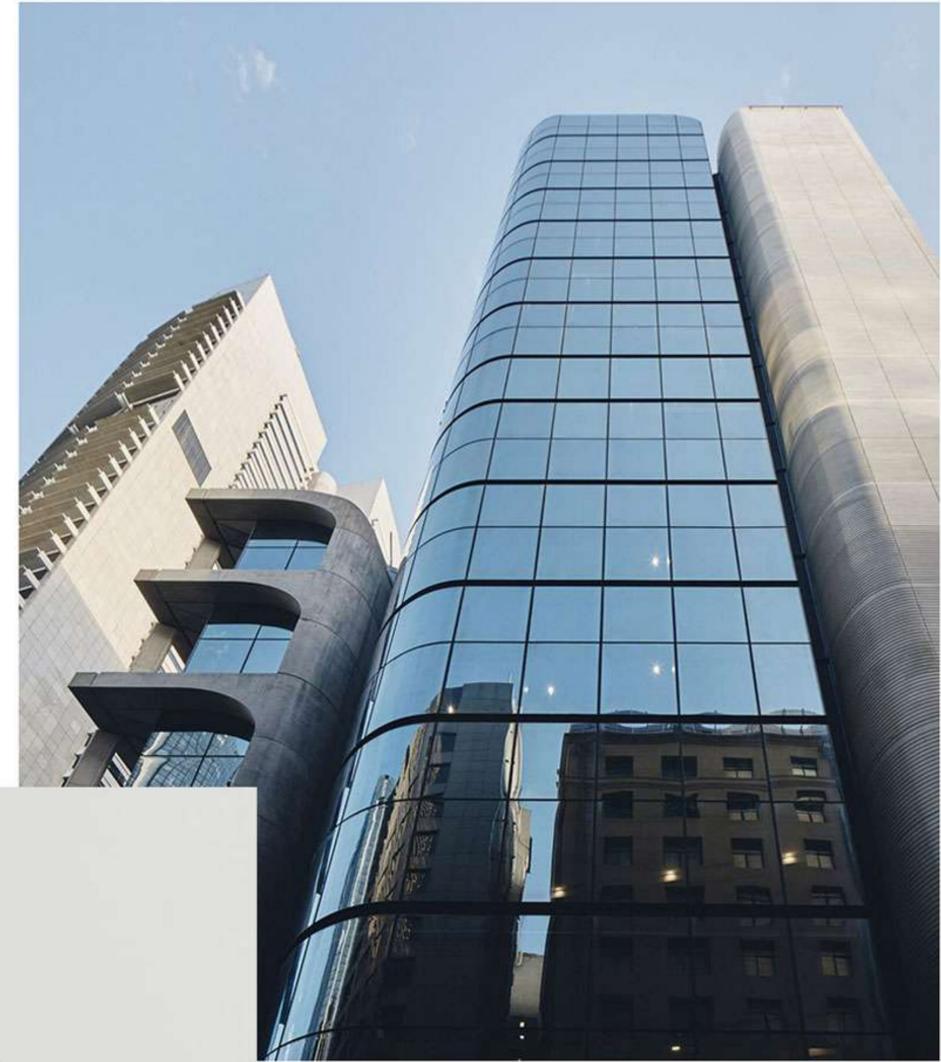
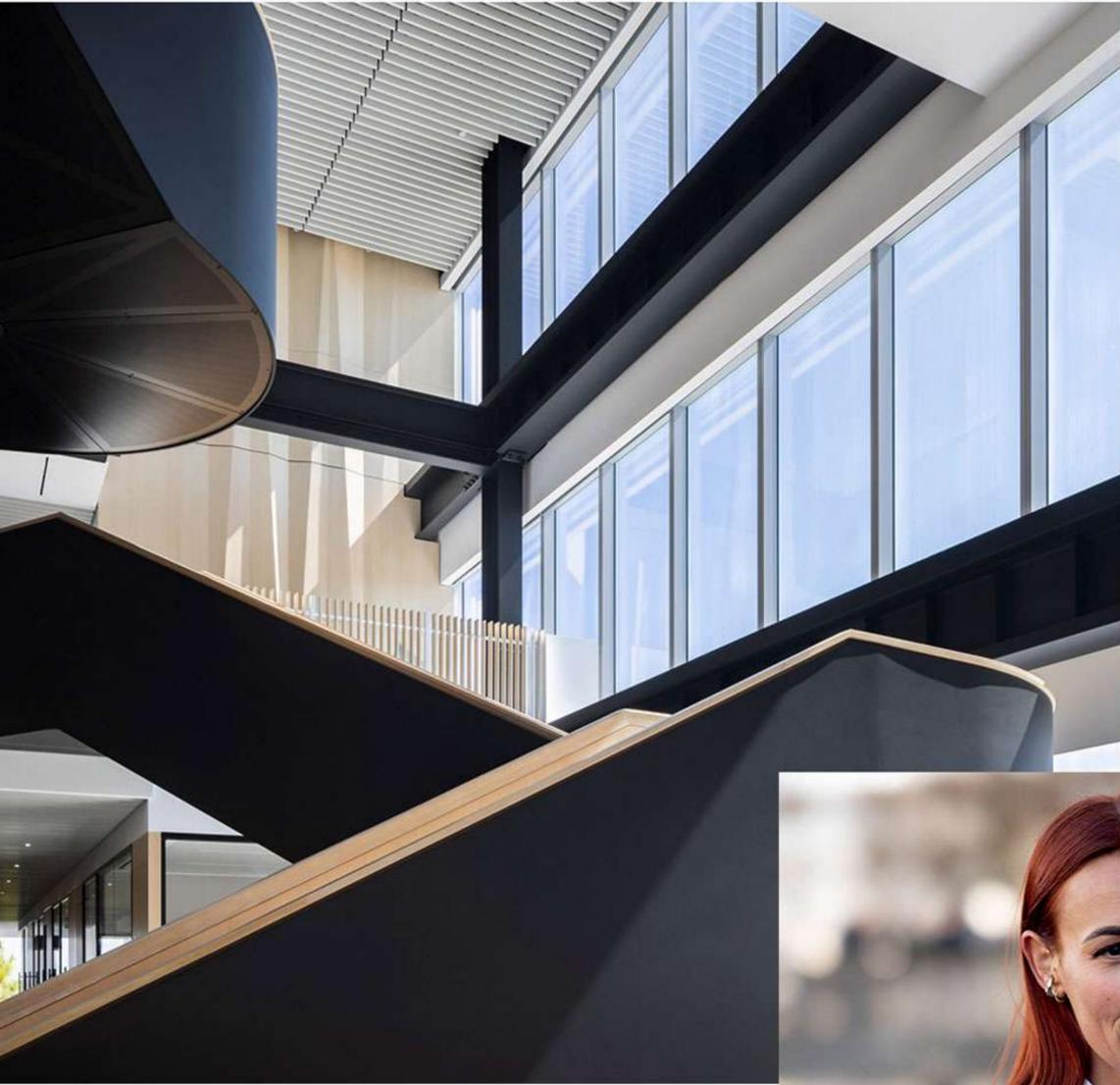
As more people return to the office post-pandemic, **professional dressing** makes a comeback, referencing the **1980's yuppie aesthetic**. However, this contemporary take on yuppie style mirrors a new, more **casual approach to work**, with trench coats, blazers, ties and pinstriped shirts worn with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

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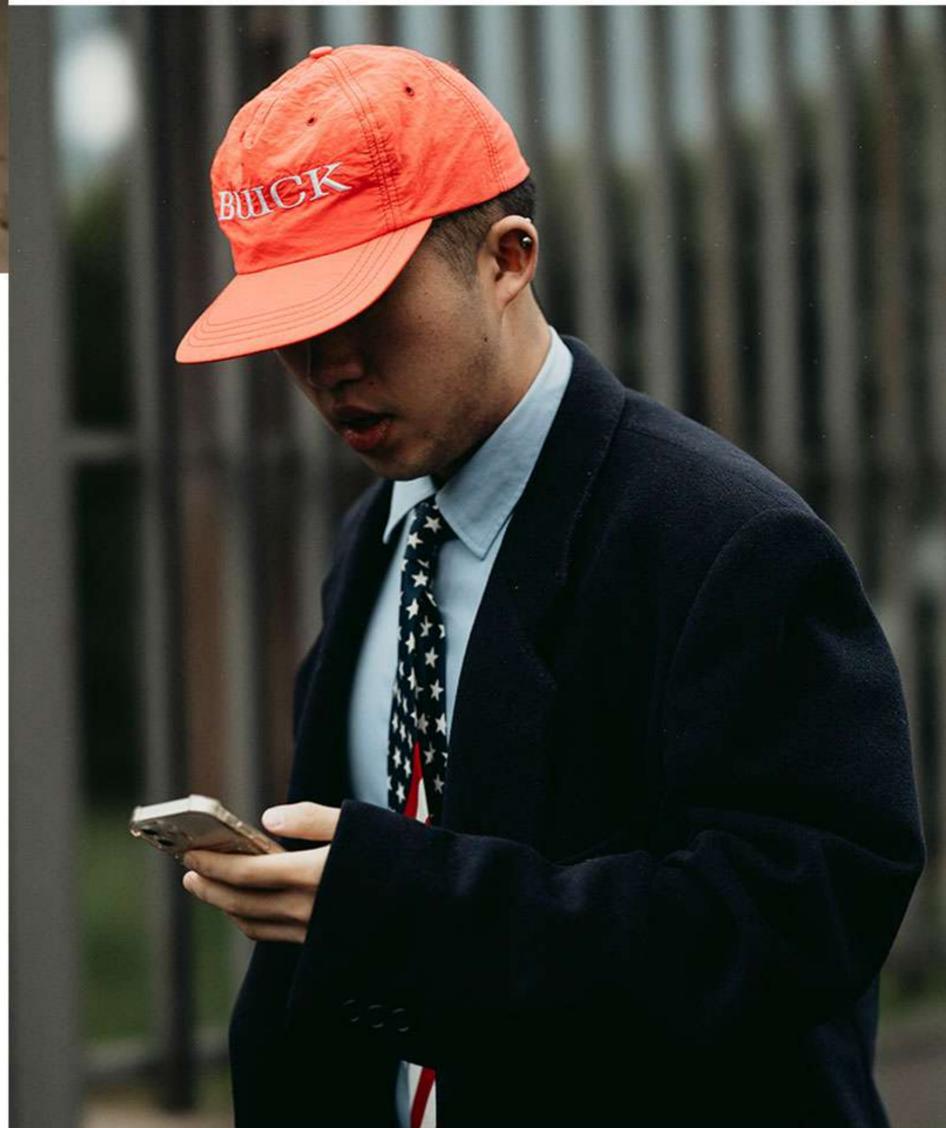
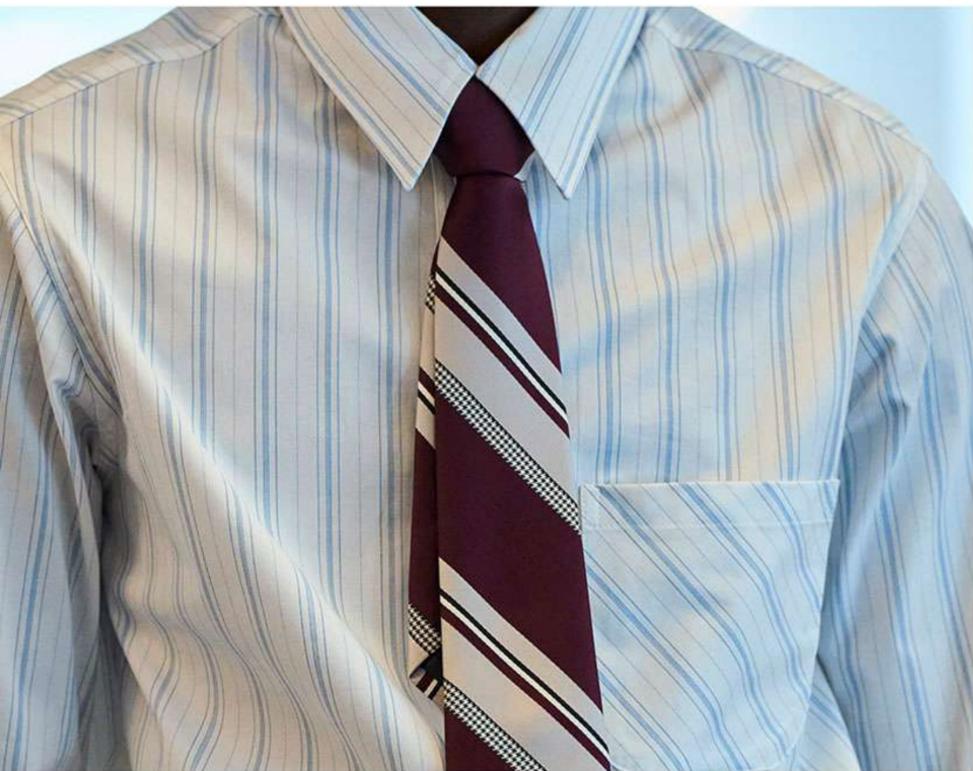
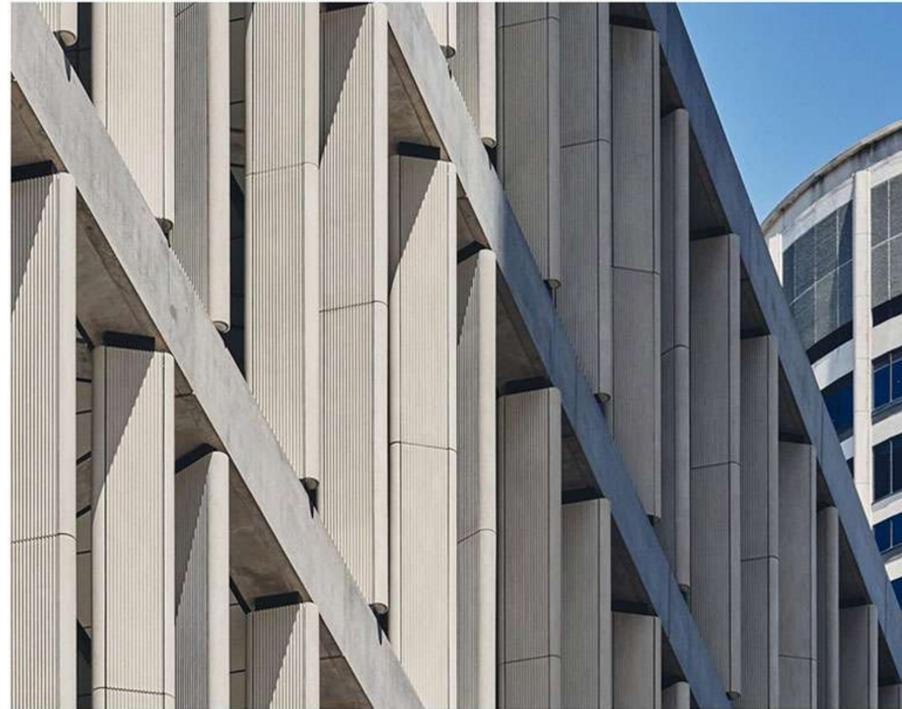
MOOD



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

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COLOUR



14-4318

19-4030

16-1451

12-4306

13-5304

4975 C

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