



UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
CONTEMPORARY BEATNIK



The ever popular appeal of nostalgic fashion trends has sparked a fresh take on **beatnik style** updated for a contemporary audience.

Seth Rogan stars in new **Apple TV+** show *Platonic*, a rom-com also featuring **Rose Byrne**, that asks that question, can men and women can ever be just friends? However, it is Rogan's style on the show that has dominated headlines, tapping into a **high-end** yet apparently **effortless aesthetic** that blurs the lines between **streetwear, tailoring** and **indie craft-focused brands**.

Key labels that are leading the way in this look include **Story MFG, The Elder Statesman** and **Awake NY**, with **Reebok's** cult *Beatnik* slip ons being a key item along with patterned bucket hats.

The look also transfers to the home, with an **eclectic retro and relaxed vibe** incorporating crochet blankets, thrifted finds and handmade ceramics - including items from Rogan's own cannabis brand, **Houseplant**, and the newly launched **Peace Cabin**.

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TRAILER

Apple tv+

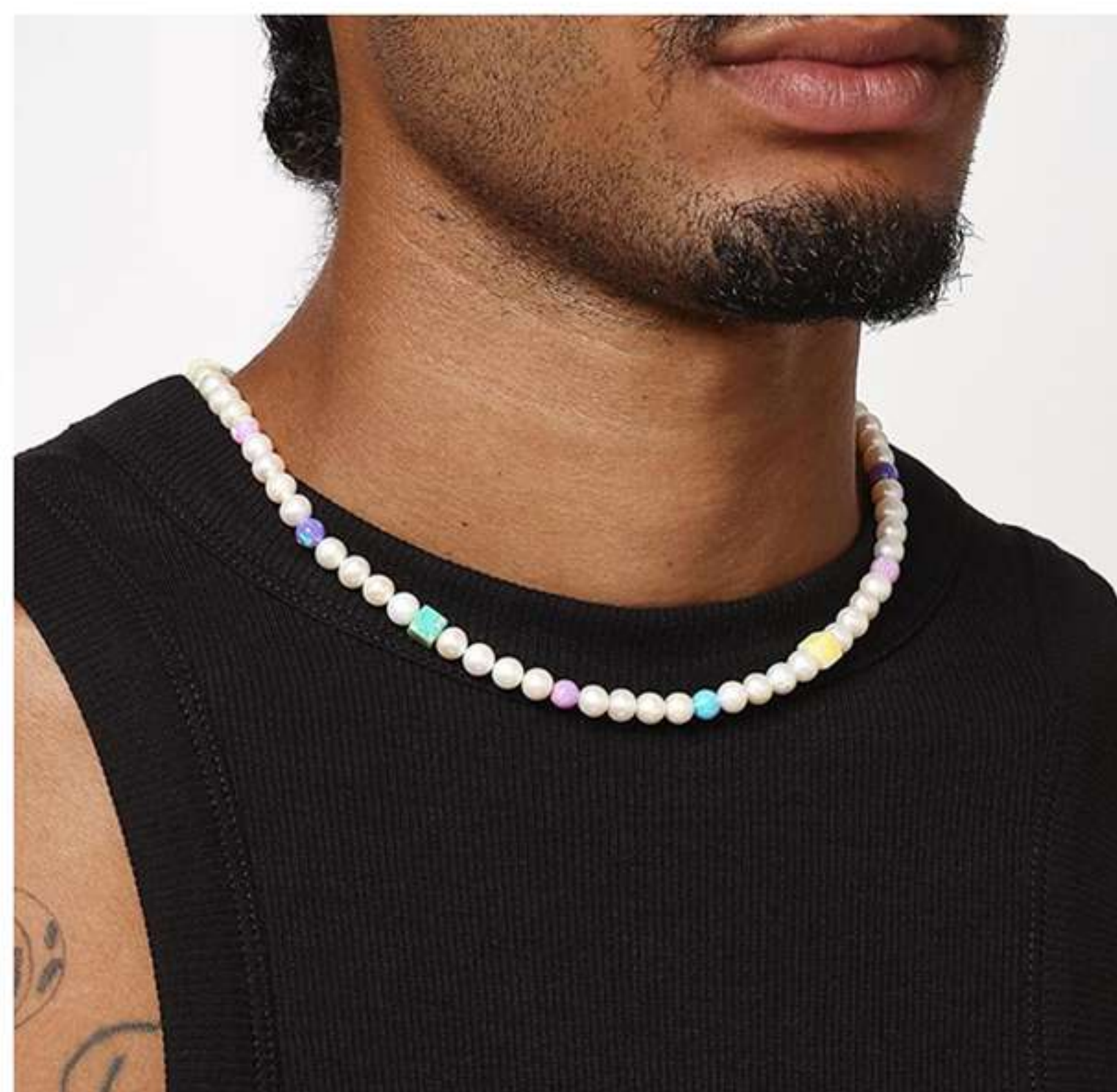
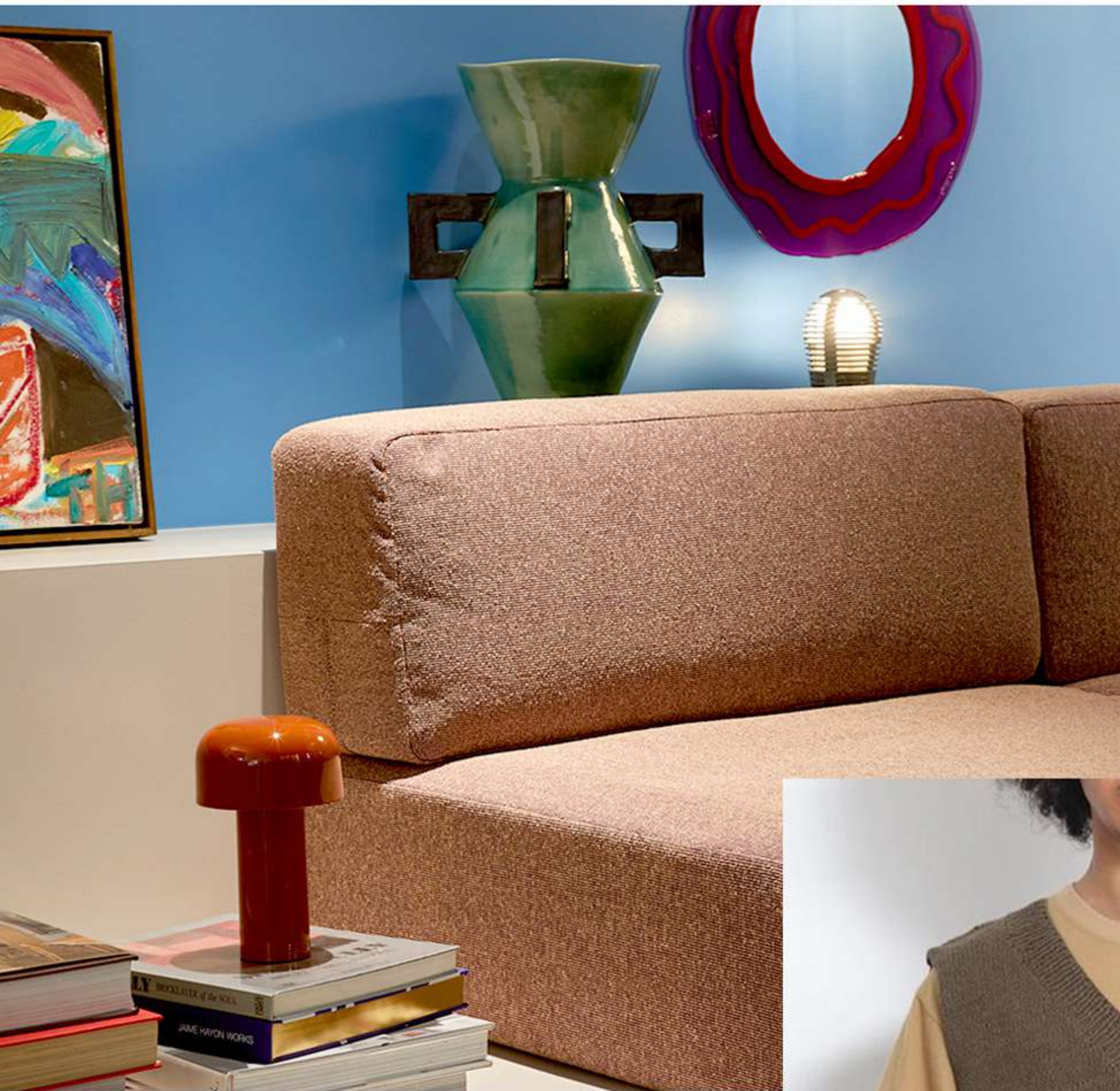
Rose Byrne Seth Rogen

platonic

MAY 24

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MOOD



Be inspired by eclectic yet elevated style, mixing handknits with vintage tailoring & workwear, beaded necklaces and one of a kind ceramics

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COLOUR



19-4120
16-5825
14-3612
17-1463
16-4121
4625 C
15-1225

Be inspired by a vibrant palette that modernises a classic retro mood, combining jade, jaffa orange and lavender with denim blue, chocolate and tan