

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

Wales Bonner

**USP INSPIRE:**  
BRIT POP



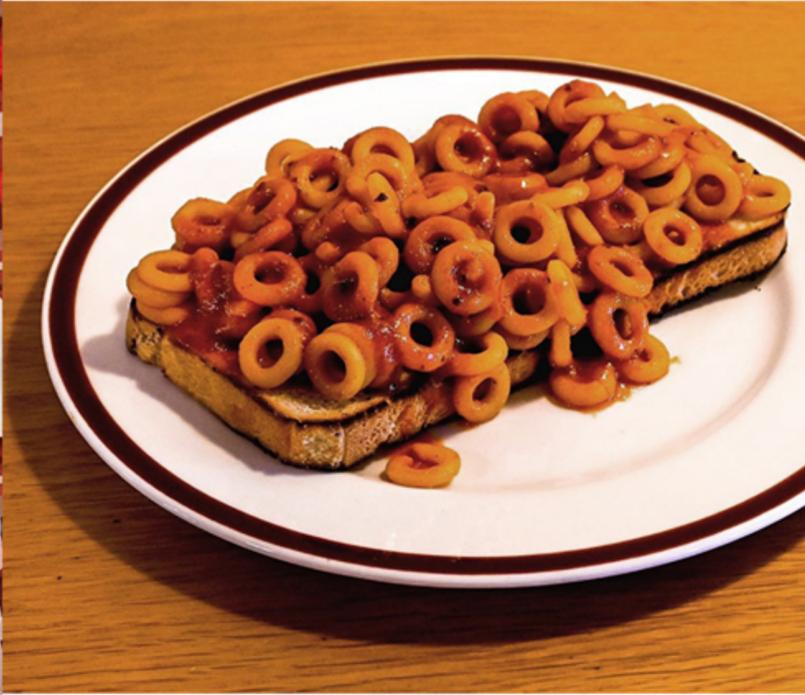
As **90's bands** make a comeback, with both **Blur** and **Pulp** playing summer gigs for their nostalgic Millennial fanbase, the **Britpop** aesthetic also re-emerges.

The documentary, *Britpop: The Music That Changed Britain*, was released earlier this year, looking at the cultural impact of the music movement. In terms of fashion, brands such as **Fred Perry**, **Kangol** and **Stone Island** reached the mainstream, as did bucket hats, sportswear and parkas - all worn with a 'couldn't care less' attitude.

Today, the style is updated with a luxe spin, such as the ongoing collab between **Adidas** and **Wales Bonner**.

Young artists, including **Corbin Shaw** and **Trackie McLeod**, are using recognisable Britpop motifs to make commentary on today's working class struggles, coinciding with a new appreciation of Britain's 'caff culture', through cult food favs, like **Normans** and **Willie's Pies**.

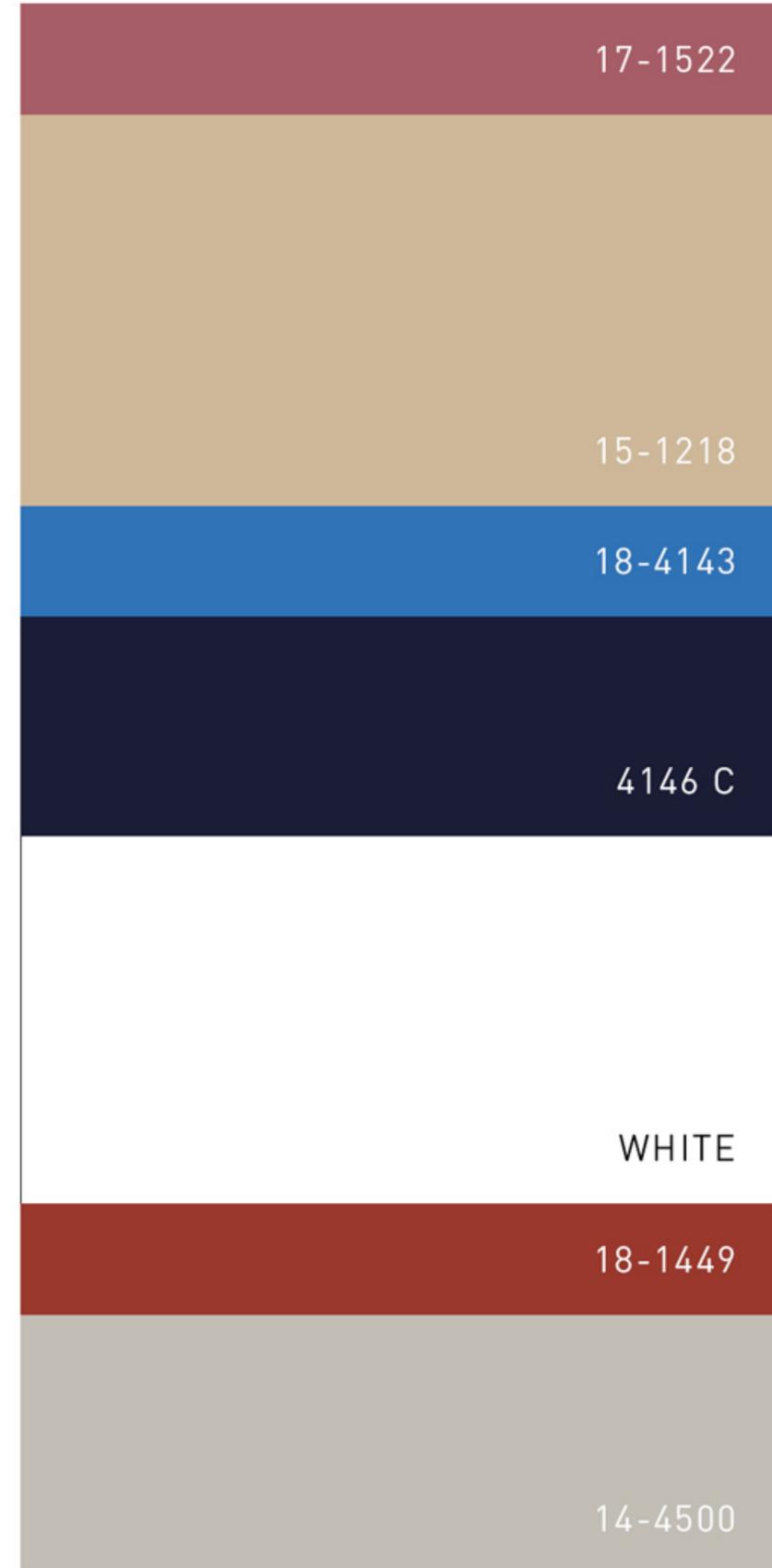




Be inspired by 90's 'lad culture' and Britpop style - retro sportswear, bucket hats, denim and checked or striped details, worn with a pint in hand

# USP INSPIRE: BRITPOP

# COLOUR



Be inspired by a palette anchored with patriotic red, white and blue, alongside camel, stone and faded English rose