

UNIQUE STYLE PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
TOMATO GIRL SUMMER





Dreamy **european getaways** are offering the perfect source of summer escapism, as explored in our previous **USP Inspire: La Dolce Vita** report. However, the TikTok trend of **Tomato Girl** updates this classic look, appealing to a contemporary Gen Z consumer.

A recent article by *Nylon* examines the success of this aesthetic in the US, where “*Europe has come to represent a state of mind rather than a continent — a place to put on a flowing skirt and live a slower life.*”

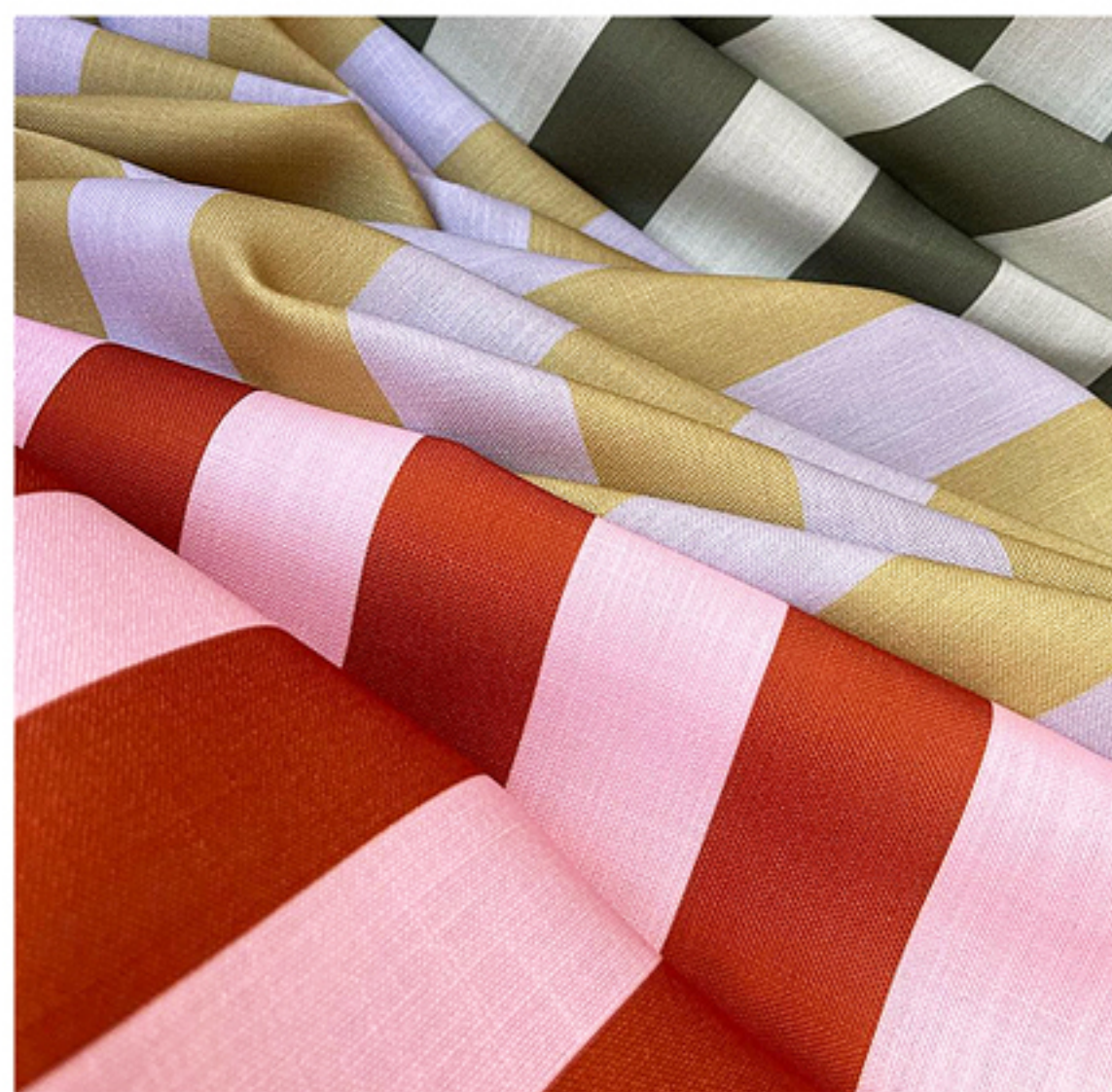
**Tomato Girl** also illustrates the growing intersection between **lifestyle, fashion** and **food**. Guesthouse **Casa Lawa** is offering immersive summer cooking classes with a creative menu inspired by Italian family dinners, re-created for curious travellers.

**Beauty** and **fragrance** are also tapping into the trend, with **Loewe** launching a tomato scented candle, while **Hailey Bieber** leads the way for the new ‘**strawberry girl**’ flushed make up look, as well as stepping out in head-to-toe red.



# USP INSPIRE: TOMATO GIRL SUMMER

# MOOD



Be inspired by a modern take on European summers, with alfresco dining, casual yet feminine dressing, flushed beauty and plenty of bold stripes



# USP INSPIRE: TOMATO GIRL SUMMER

## COLOUR



13-0916

18-1561

15-4309

16-5418

18-1659

17-1647

18-1552

Be inspired by a palette dominated by shades of red, from classic lipstick through to orange-toned tomato and deep wine, with pops of sky blue