

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

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.

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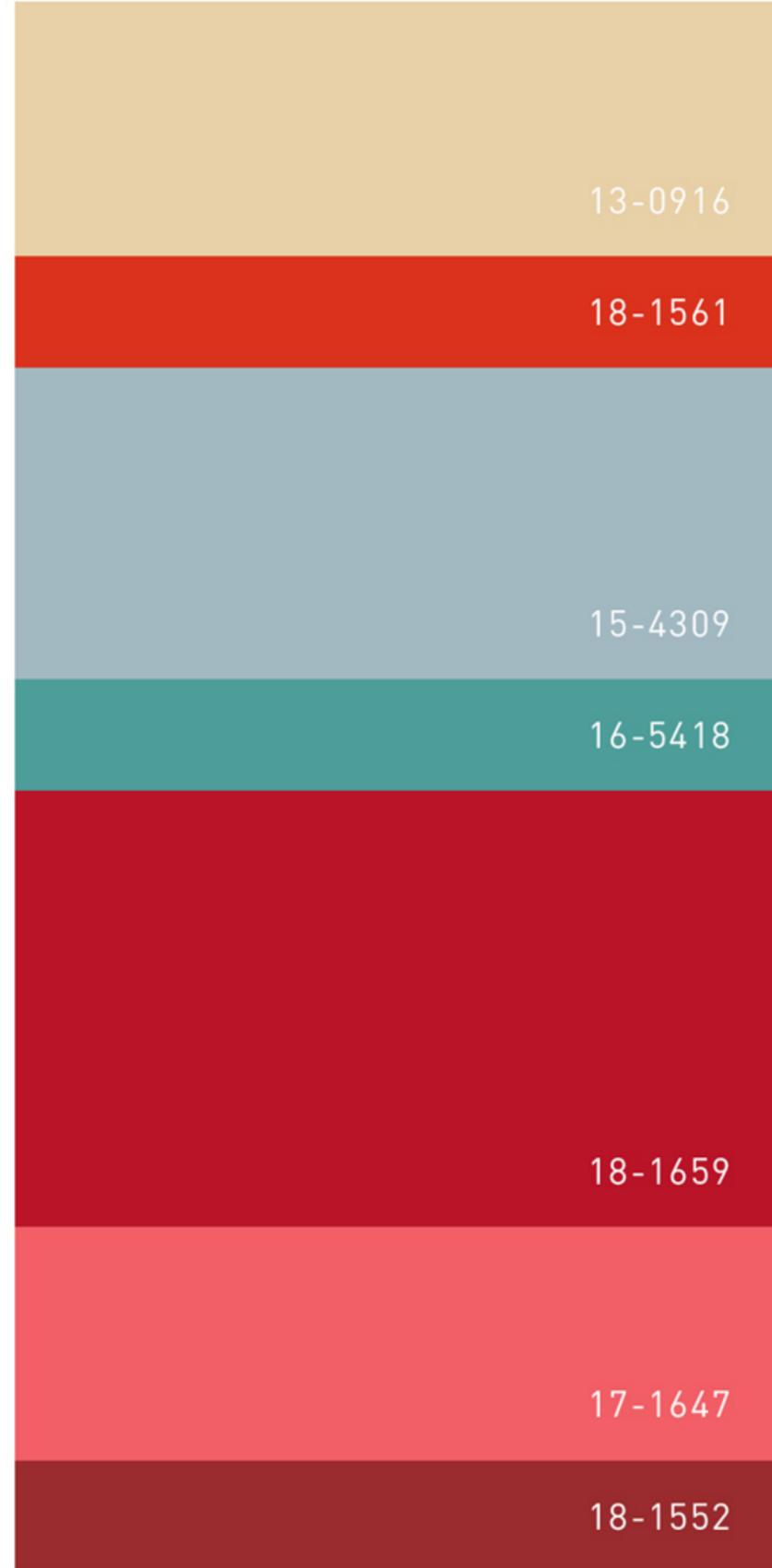
MOOD



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

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COLOUR



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