

UNIQUE **STYLE** PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
SHADES OF GREY



The layering of **grey tones** has emerged as a **key neutral statement**, replacing the warmer beige shades that have been dominant for the last few seasons.

Tapping into the rise of '**quiet luxury**' grey also sits in opposition to the Barbie pink and dopamine dressing trends we have seen start to wane in popularity. This look was prevalent on the recent **S/S 24 catwalks**, most notably at **Loewe, Bottega Veneta** and **Carven**, as well as on the streets outside the shows.

In interiors, grey has been seen as a passé colour for a while, but looks new when used in **stark industrial spaces** or applied to **sculptural silhouettes** and **natural materials**.

USP INSPIRE: SHADES OF GREY

MOOD



Be inspired by sculptural silhouettes and contemporary tailoring worn in tonal shades of grey, with a focus on texture and material

USP INSPIRE: SHADES OF GREY

COLOUR



12-4302

18-4105

11-4001

18-4010

13-4303

19-4013

Be inspired by a palette of complementary grey tones, moving from warm feather and pumice through to cool slate and marble, with a pop of icicle