

UNIQUE **STYLE** PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
QUIET OUTDOORS



In 2023 the **'Quiet Luxury'** aesthetic dominated, while brands forged ever-closer ties between **style and utility**, with outdoor labels courting fashion-focused customers. For 2024, the two worlds will combine, as the **'Quiet Outdoors'** trend takes hold.

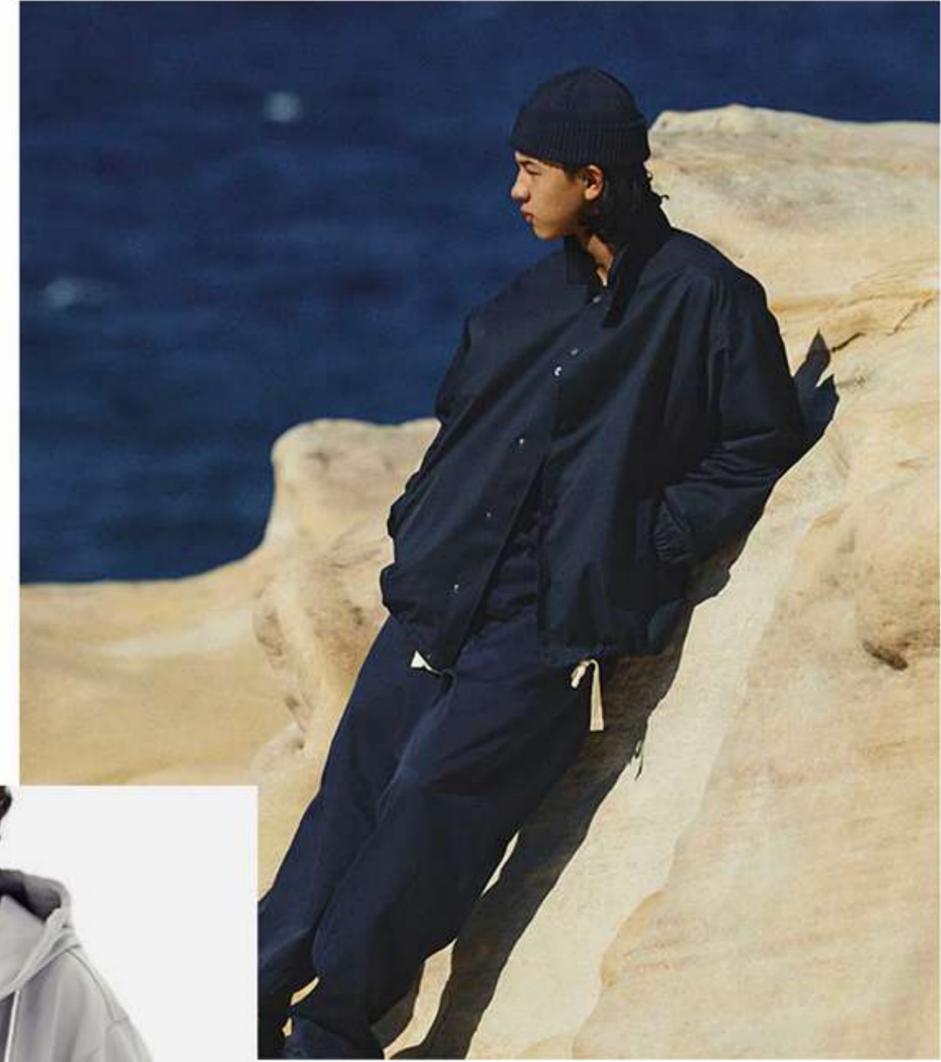
A recent article on **Business of Fashion** explained that *"consumer preferences (are) shifting from flashy performance jackets and cargo trousers to elevated garments with minimal logos, while still featuring technical fabrics."*

Classic 'Gorpcore' pieces are reworked through more relaxed silhouettes and soft neutral colour palettes. Key brands include **Veilance, Roa Hiking** and **Rier**.

However, **Highsnobiety** have stated that Quiet Outdoors should not be seen as another quick-turn around trend and is actually a larger movement that has been on the rise for some time.

# USP INSPIRE: QUIET OUTDOORS

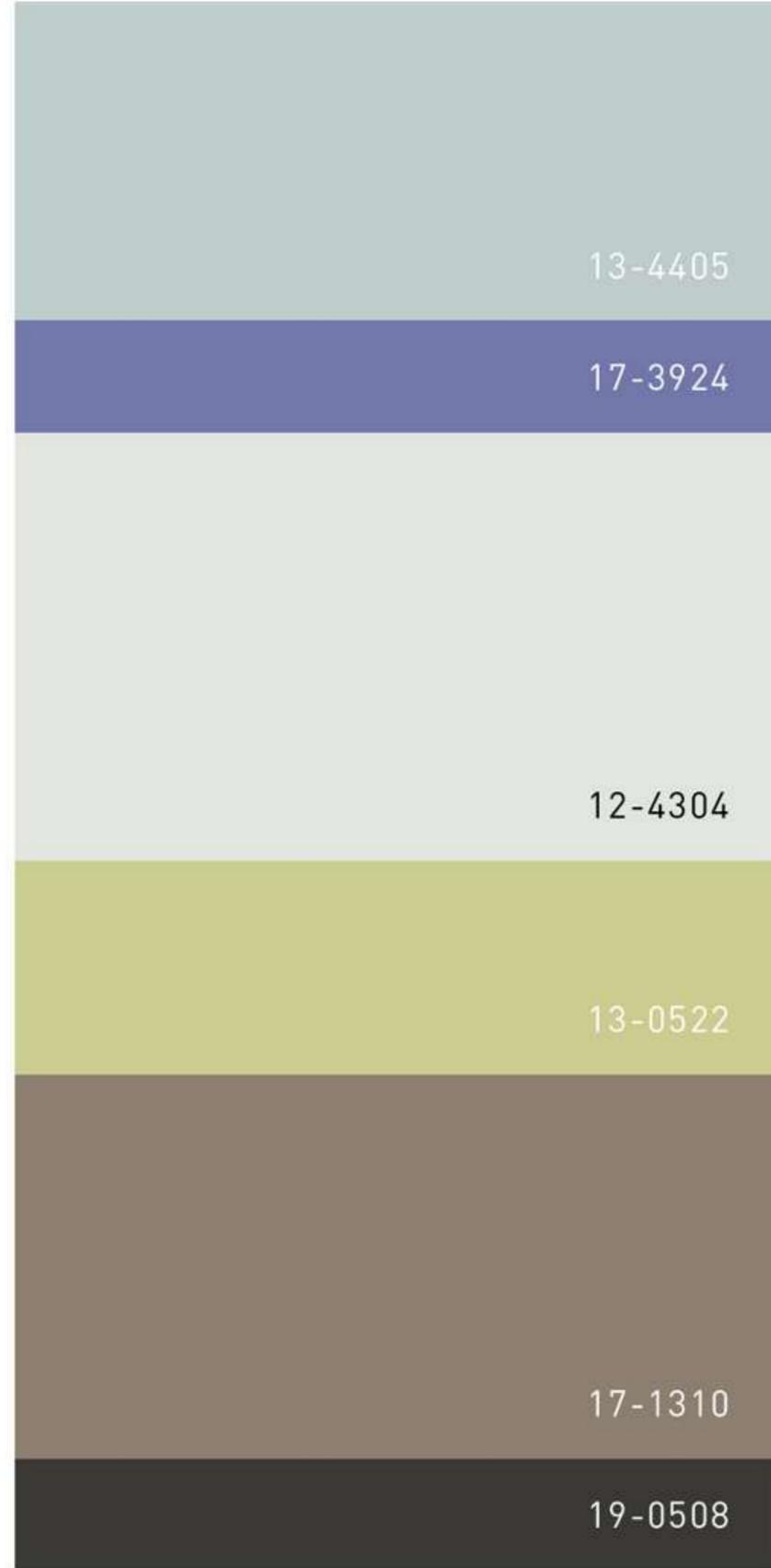
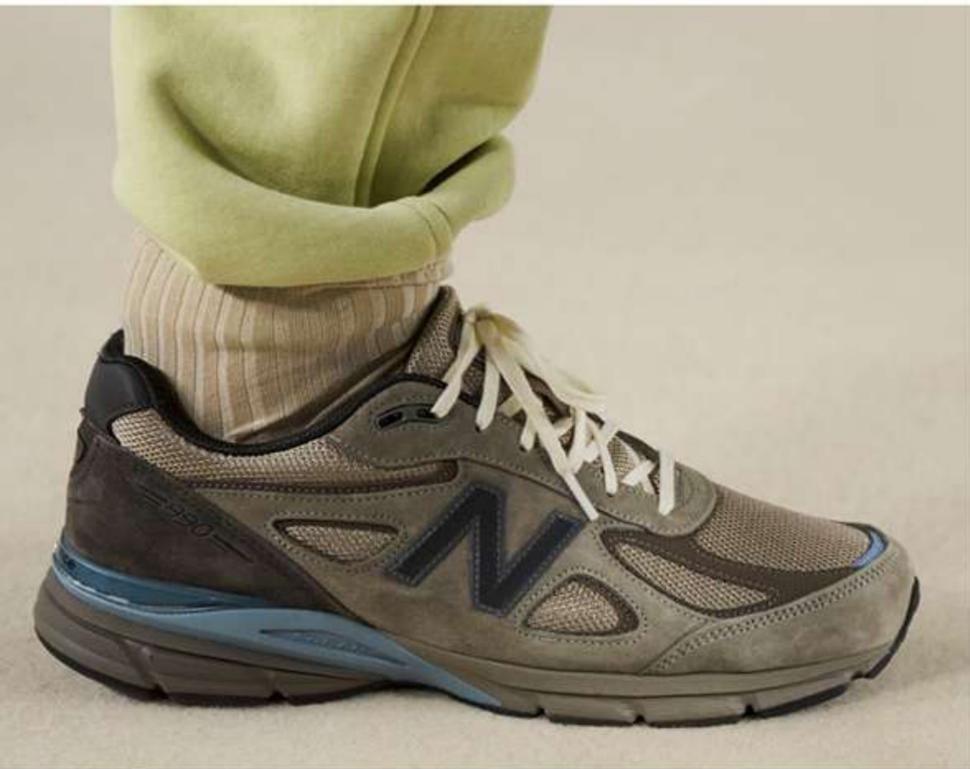
# MOOD



Be inspired by high performance pieces in pared back neutrals and luxury fabrications, as logos and branding become minimal and understated

# USP INSPIRE: QUIET OUTDOORS

# COLOUR



Be inspired by a soft palette of elevated neutrals and subtle pops of colour. Cool browns and off-white mix with citrus yellow, duck egg and violet