

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

USP INSPIRE:
OLIVE GIRL



According to the recent **A/W 24/25 catwalk shows**, fashion is **going green**, with nearly all fashion houses swapping out the pop of red that dominated 2023 with plentiful hues of a particular **olive green**.

Key brands include **Gucci** and **Burberry**, both of which showcased **head-to-toe green dressing** in their latest collections, something that **Highsnobiety** suggests is a “subconscious response to cultural chaos, a stabilising force amidst over-whelming societal stimulus.”

Further to green dressing, **olive-inspired motifs** and **textures** have been notable across beauty, lifestyle and accessories. *#olivegirl* has been trending on **TikTok**, with one creator dubbing 2024 the ‘Year of the Olive Girl.’

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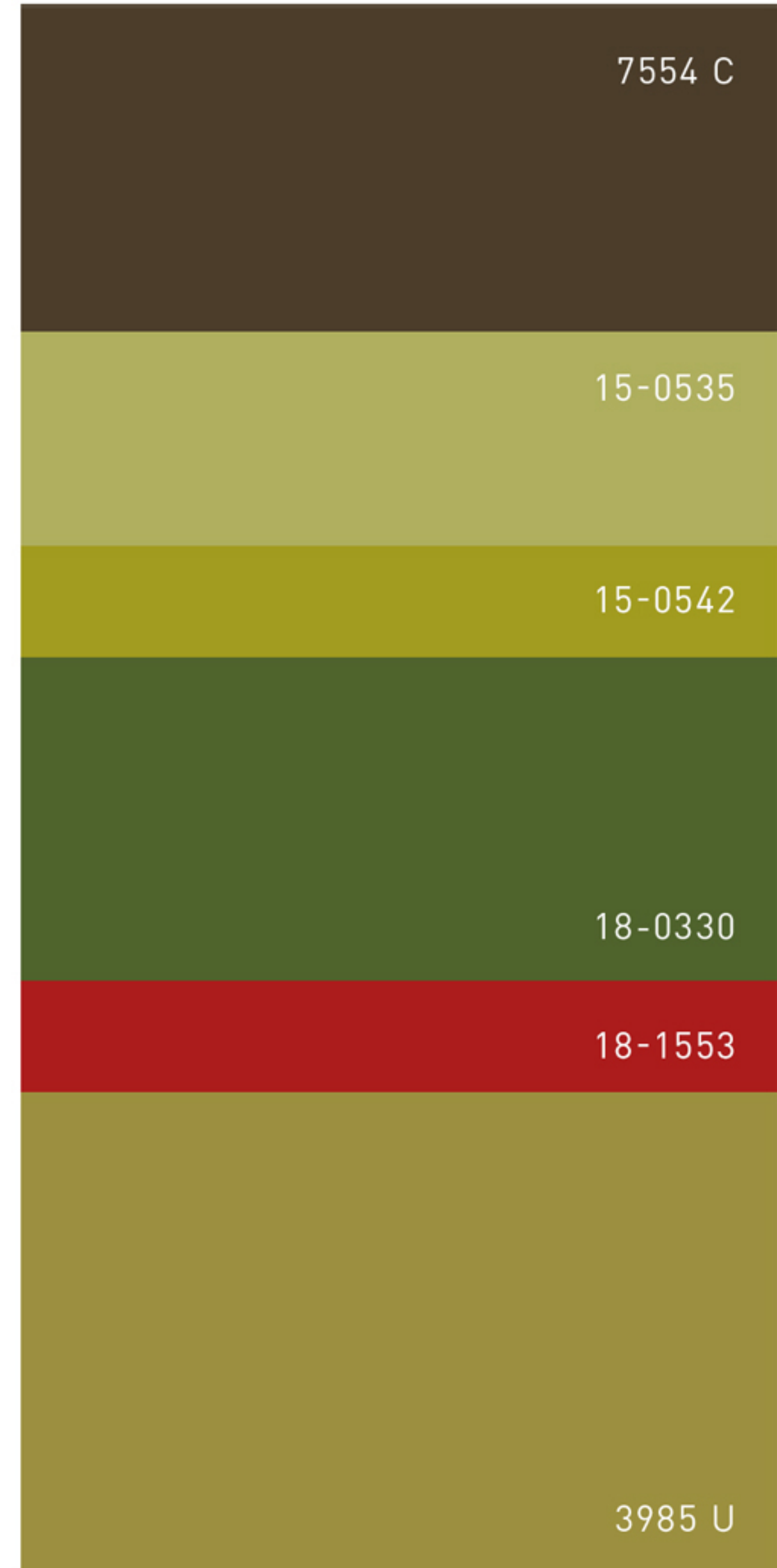
MOOD



Be inspired by an olive-themed aesthetic, including oval shaped motifs, smooth finishes and tonal greens, across beauty, lifestyle and fashion.

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COLOUR



Be inspired by a tonal palette of olive green shades, alongside a bitter brown and vibrant pops of chartreuse and pimento red.