



UNIQUE **STYLE** **P**ATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
BIG BUTTER ENERGY





Butter is having a moment and not just to eat.

From **Faye Toogood** using butter as inspiration for her newest collaboration with **Tacchini**, **Laura Jackson**'s butter moulds, trad wife superstar **Nara Smith** making flavoured butters (from scratch obvs), butter art from **@art.loves.food** and *The Gentlewoman* dedicating ten pages to the dairy delicacy in its Spring issue, butter is no longer just a humble spread with a villainous reputation.

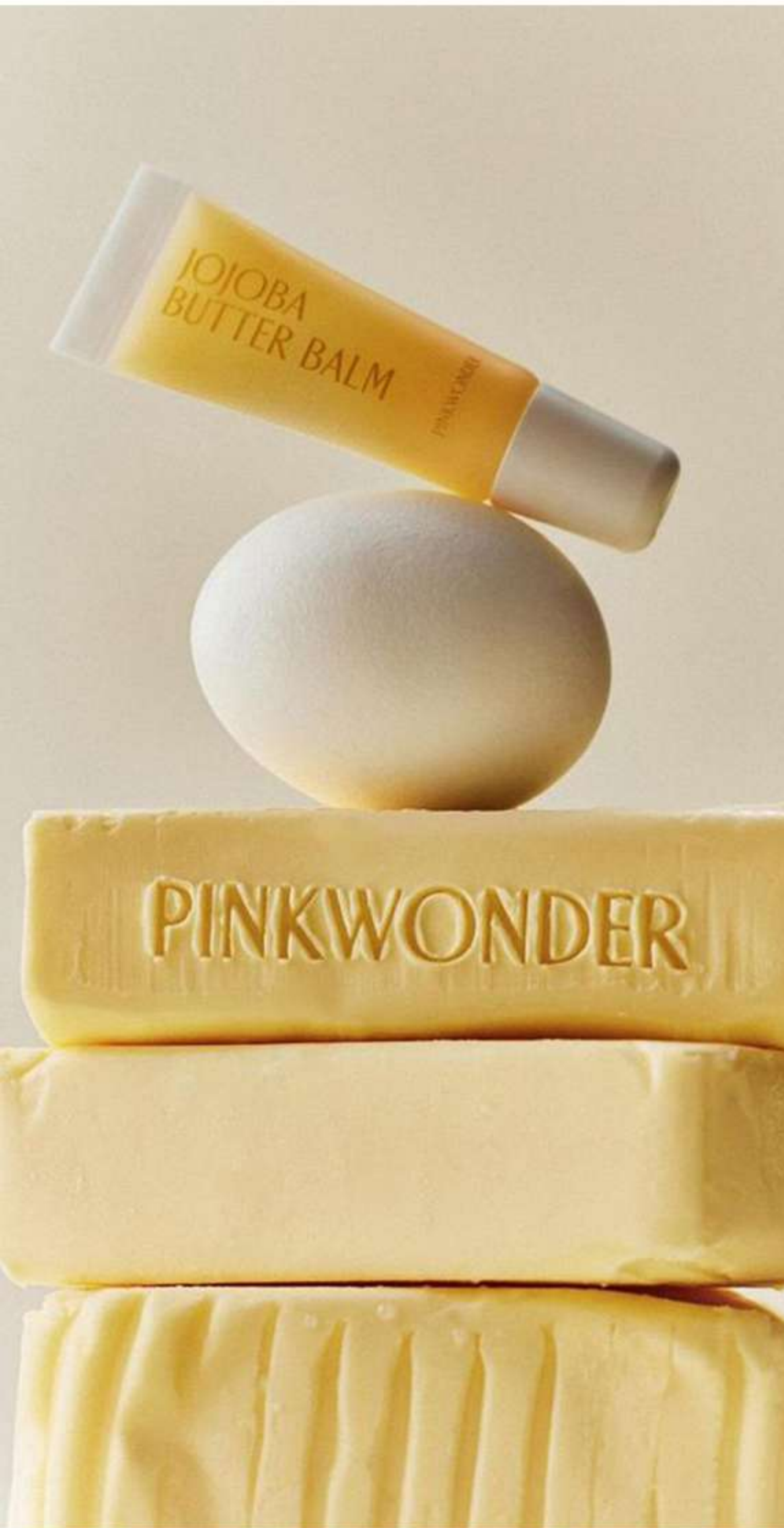
**Elle Decoration** highlighted how butter has elevated to become a star centrepiece. Butter boards have replaced charcuterie spreads on social media, while restaurants such as **Stissing House** in Pine Plains, New York create prominent butter displays as a dining room centre-piece.

**USP: Butter yellow straddles the boundary between fashion colour and neutral. While more vibrant lemon yellows and sunny, golden shades are key for S/S 26.**



# USP INSPIRE: BIG BUTTER ENERGY

## MOOD



Be inspired by the textures, shapes, patterns, moulds & art created using butter



# USP INSPIRE: BIG BUTTER ENERGY

## COLOUR



Be inspired by buttery yellow shades, contrasted with natural red & pink tones & underpinned with earthy brown