

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

USP INSPIRE:
CONTEMPORARY CRAFT



Our recent report *Macro: Issue 1* highlights the growing shift toward **regional design inspiration** emerging from unique sources and moving away from **Western influences**. This movement taps into a renewed appreciation for **heritage, identity** and **history**.

This trend was evident on recent catwalks, where **artisanal aesthetics** took centre stage. Rich textures were showcased at **Bottega, Alaïa, Khaite** and **Acne**, presenting cohesive, **head-to-toe crafted looks**.

Commercial interpretations were seen at **Proenza Schouler**, bringing artisanal touches to **contemporary looks**, such as **minimalist tailored shirts** paired with **crafted skirts**.

USP: The shift toward regional influences and artisanal aesthetics sees brands showcase rich textures and crafted looks, alongside minimalist styling for modern take on contemporary craft.

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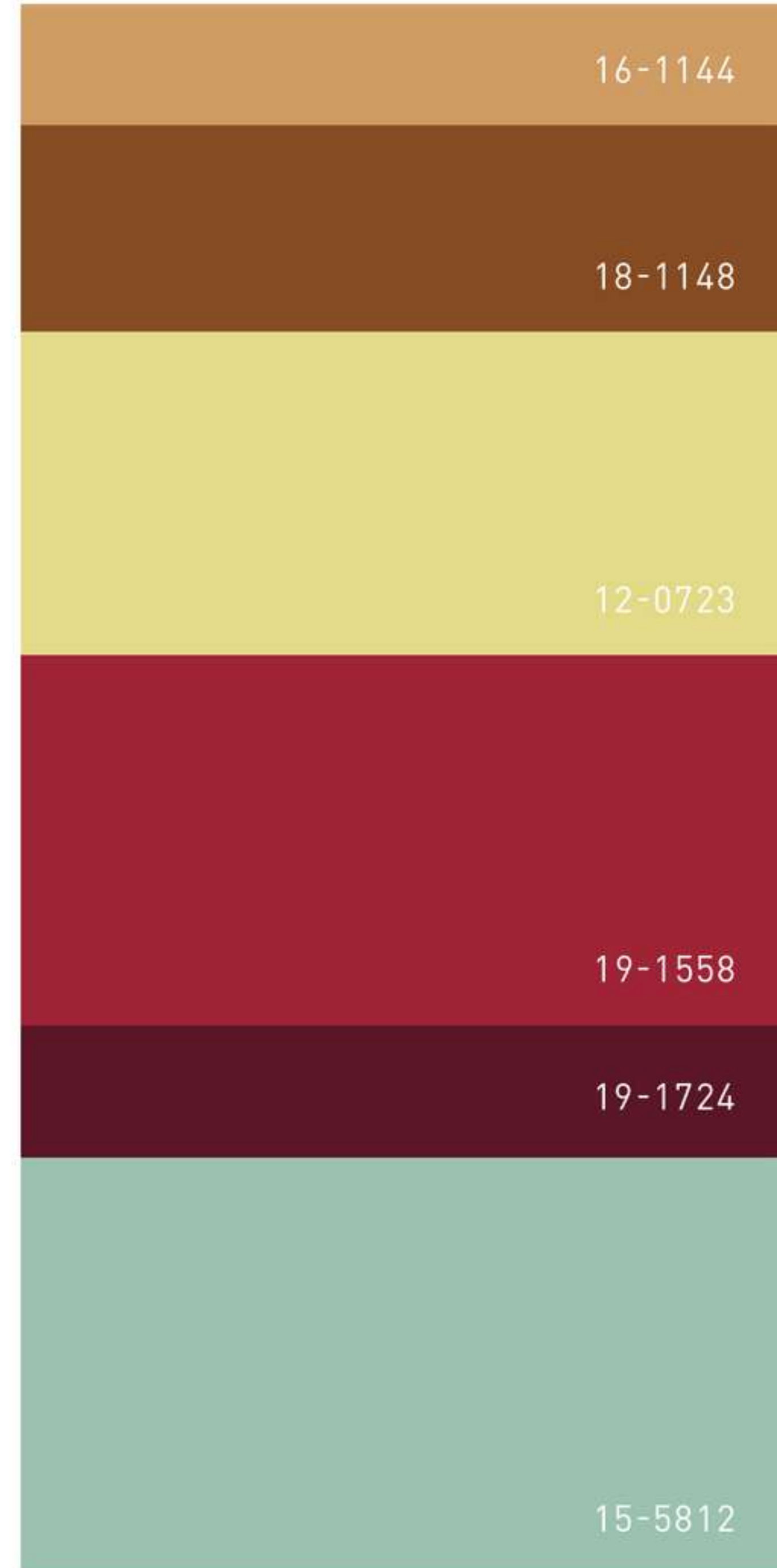
MOOD



Be inspired by an artisan aesthetic with a modern twist, featuring extravagant headpieces, crafted bags and textured textile fabrics

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COLOUR



Be inspired by a bold, bright colour palette featuring shades of wine red, scarlet, dusty aqua, pale yellow and tan beige