

UNIQUE **S**TYLE **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**.

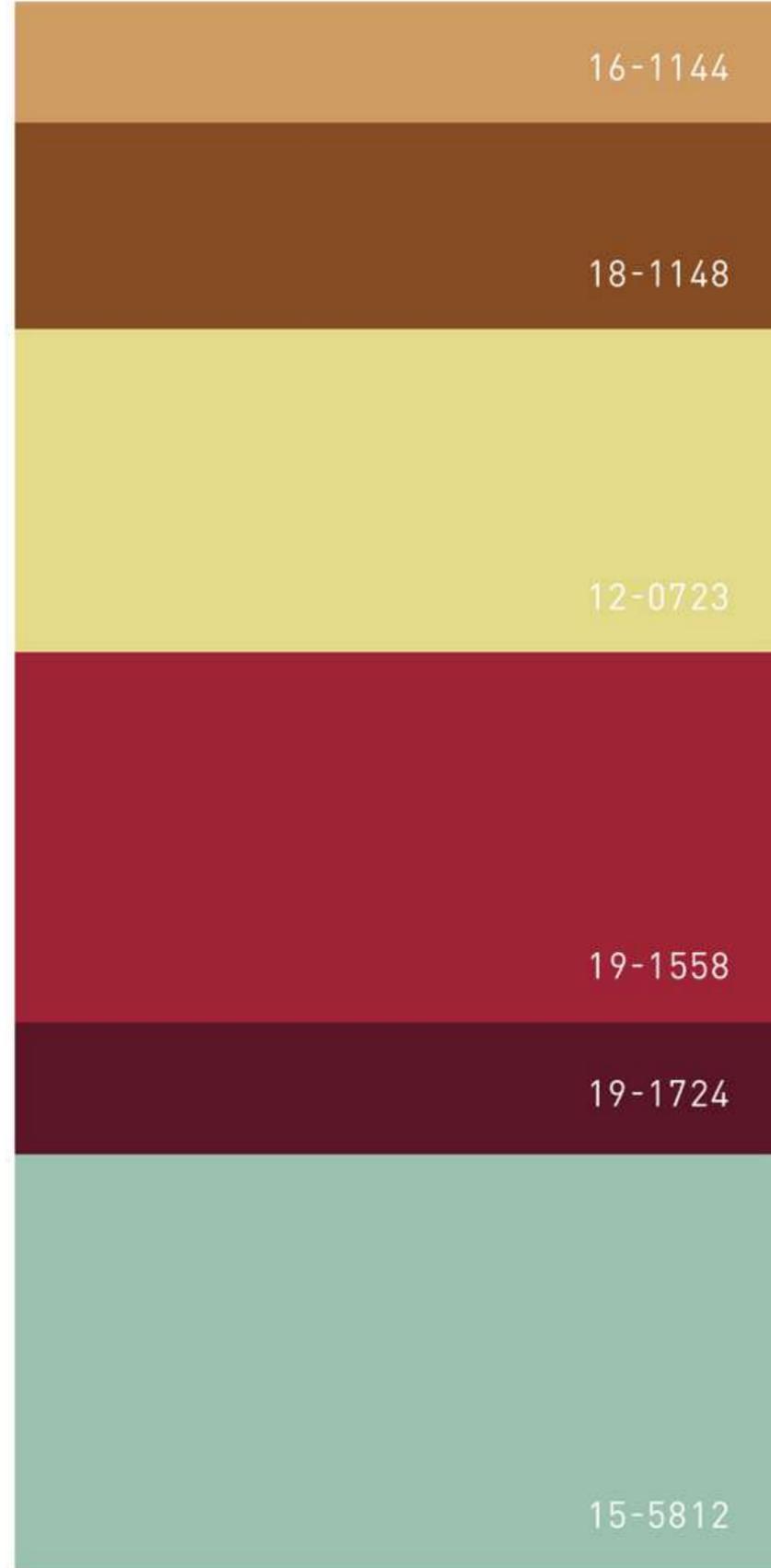
USP: The shift toward regional influences and artisanal aesthetics sees brands showcase rich textures and crafted looks, alongside minimalist styling for modern take on contemporary craft.



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