

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

USP INSPIRE:
GOLDEN HOUR



Highlighted in our *Catwalk Key Shades* report, **metallic golds** featured from brands such as **Valentino, Balmain** and **Ulla Johnson**.

Tarnished old gold, lamé, foil, plissé, chain mail, sequins and **hammered finishes** are used in fashion, accessory and lifestyle products. While beauty brands such as **Chanel** and **L'Occitane** tap into this illuminated trend, launching products designed to deliver that **coveted summer glow**.

The *Pinterest Predicts 2025* report spotlighted the rise of the **Golden Goddess** aesthetic, suggesting **Boomers** and **Gen X** are embracing a renewed sense of **feminine power**.

USP: All shades of gold are reimagined in fashion and lifestyle products to add a glowing sense of luxury, radiance and glamour.



Be inspired by metallic shades of gold, from red carpet glamour and statement jewellery to radiant makeup and luxe lifestyle pieces

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COLOUR



Be inspired by a lavish golden palette, featuring shades of champagne, rich and aged gold, complemented by touches of bronze and black