



UNIQUE STYLE PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
NEON GIRL SUMMER





The nostalgia of **neon fashion** from the '80s and 2010s makes a comeback as **Neon Girl Summer** returns for S/S 25.

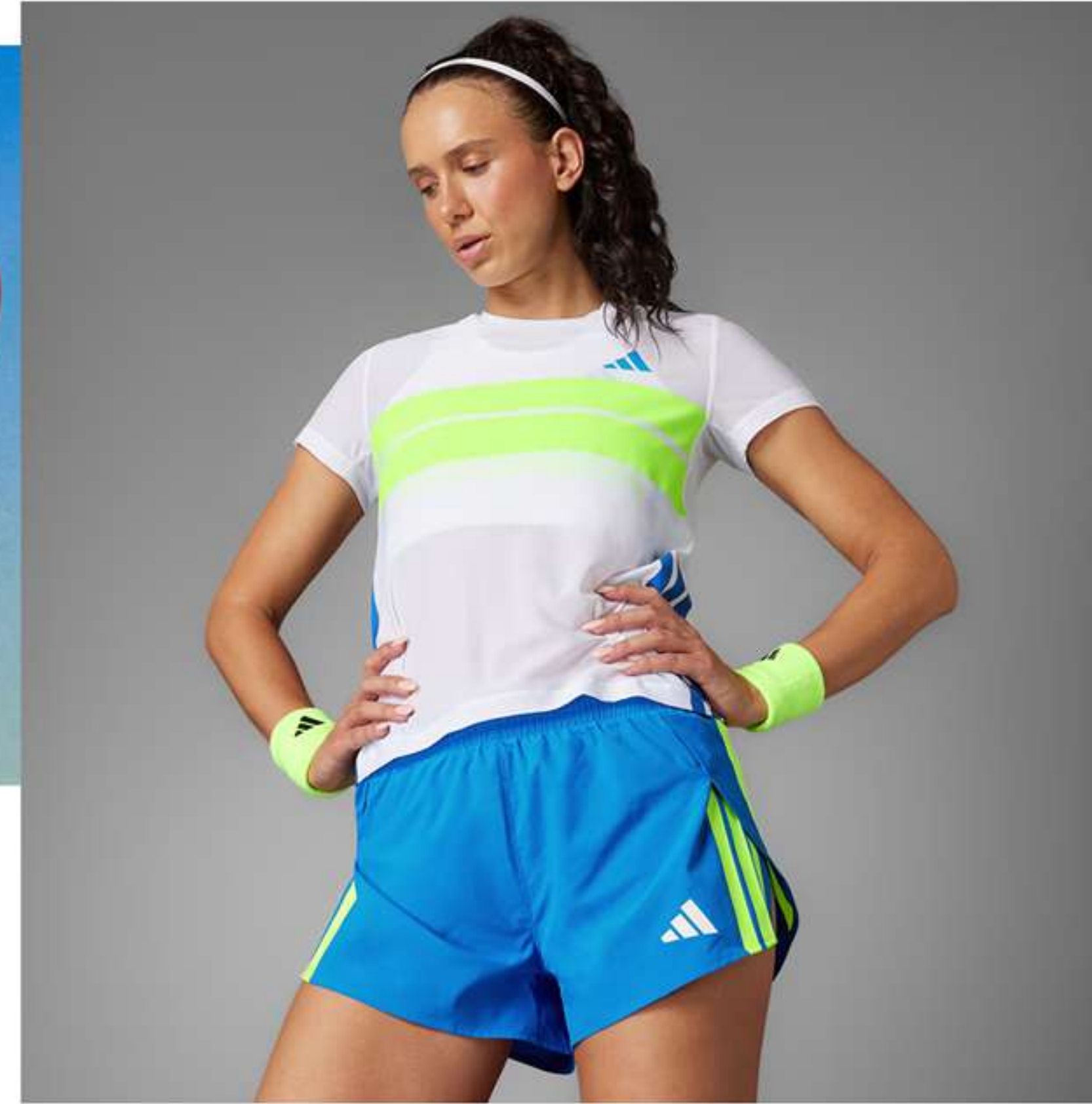
From **Addison Rae**'s hot pink hair in her latest music video *Headphones On*, to the hyper-saturated artwork for **Fontaines D.C.**'s latest *Romance* album, neon is having a moment across pop culture.

A sequel to film *Spring Breakers* is also in development, promising more of the **fluorescent chaos** that defined the original – think **hot, messy girl energy** in highlighter hues.

The aesthetic revival is lighting up influencer wardrobes, with **pops of neon** showing up in **hot pants, bags** and **trainers**, particularly from brands like **Gimaguas** and **Nvovo**.

**USP:** Neon Girl Summer signals a bold return of '80s fashion, as vibrant colours appear in music, film and statement accessories.



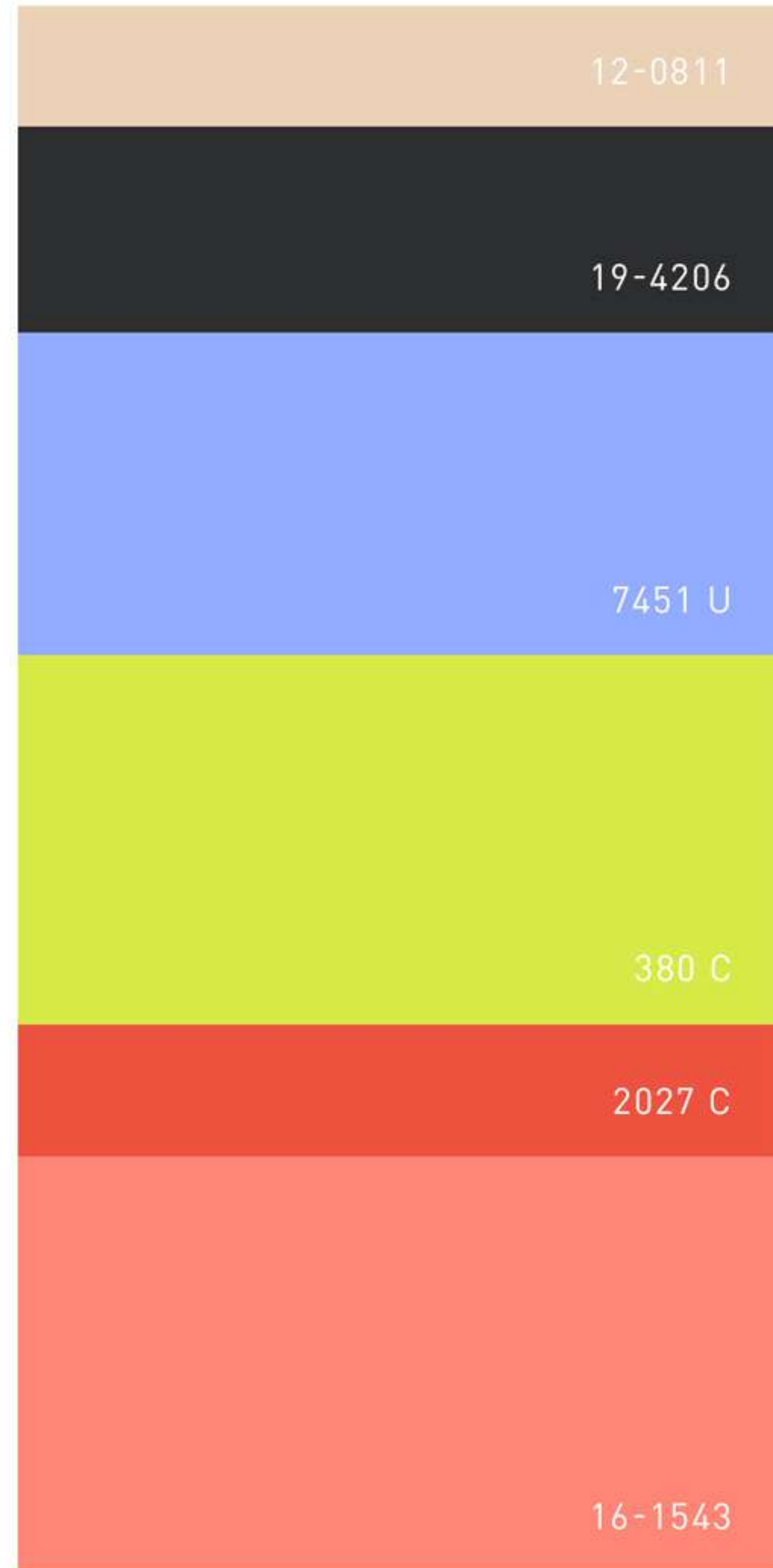


Be inspired by pops of neon applied to fashion, from hot pants and activewear to accessories such as glasses and trainer



# USP INSPIRE: NEON GIRL SUMMER

## COLOUR



Be inspired by a bold, fluorescent colour palette including hues of fusion coral, red orange, lime & cornflower alongside black and beige