

UNIQUE **S**TYLE **P**LATFOM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS



USP INSPIRE:
STYLISH SUNDAE



Food continues to inspire new colours, textures, experimental flavours and creative marketing campaigns, with brands turning to classic dessert dishes such as ice cream sundaes for creative ideas.

Frankies Bikinis launched a *Sundae* collection, a vibrant capsule line that plays with ice cream-inspired colours such as strawberry pink, blueberry blue and chocolate brown.

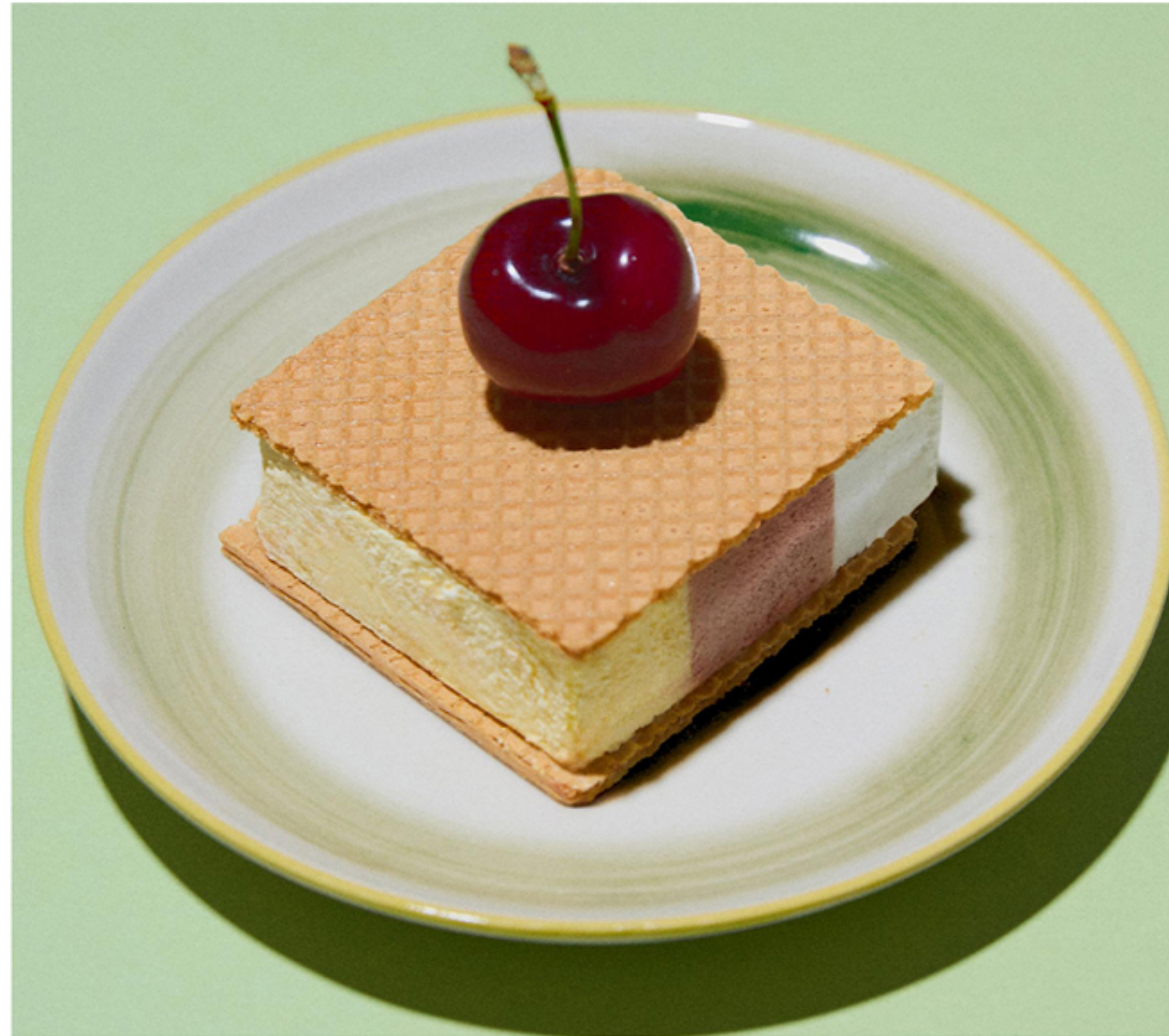
Jo Malone recently introduced a new fragrance, *Raspberry Ripple* with stylist **Harry Lambert** leading a playful seaside campaign, complete with lots of scoops of ice cream.

Zara Home has also embraced the dessert theme, releasing a collection that includes ice cream bowls, spoons and scoopers.

USP: New culinary flavours, textures and colours inspire playful, multisensory campaigns and brands extensions.

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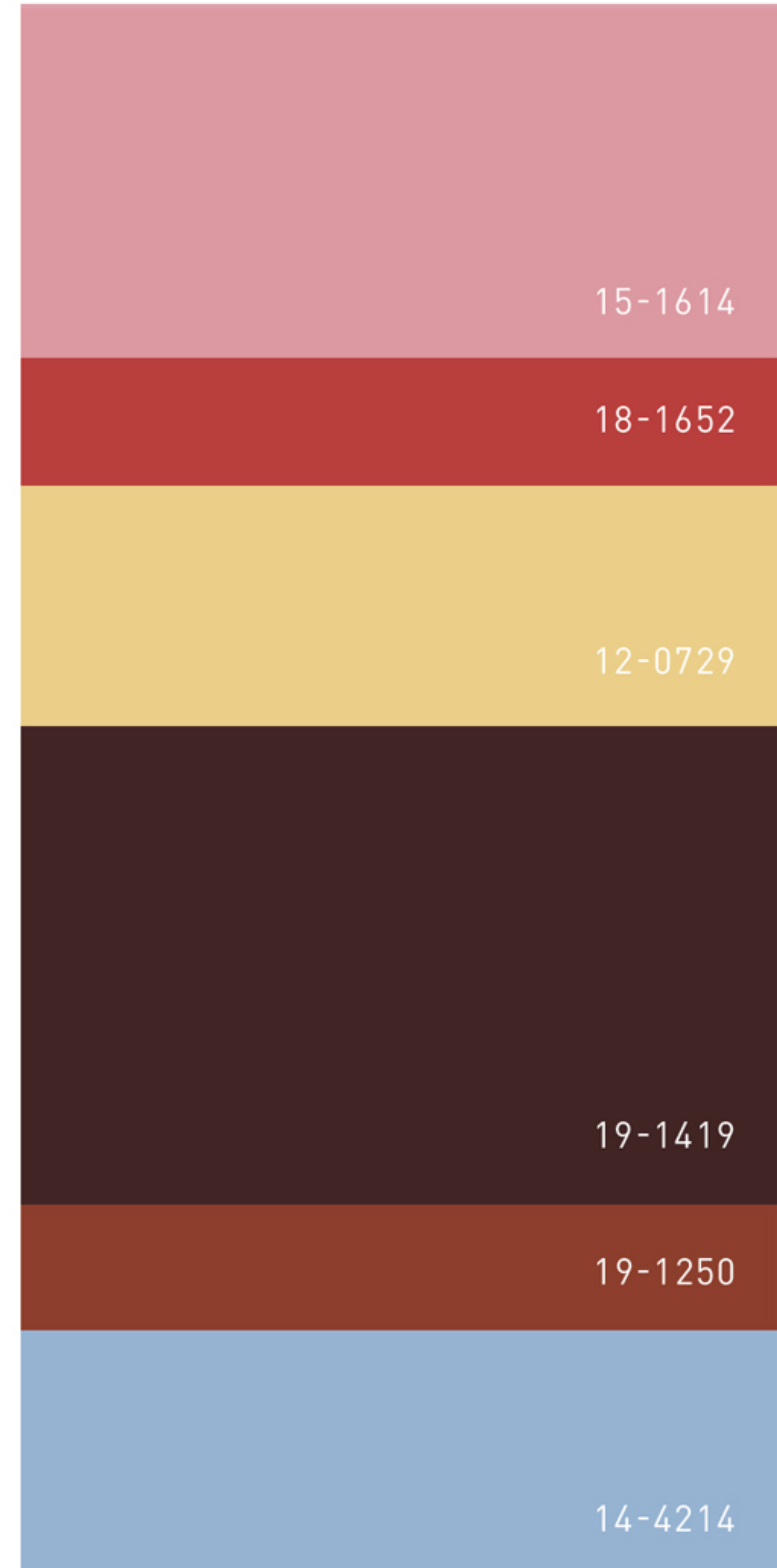
MOOD



Be inspired by the aesthetic of an ice cream sundae, including glossy chocolate glaze, creamy ice cream hues and a cherry on top

USP INSPIRE: STYLIST SUNDAE

COLOUR



15-1614

18-1652

12-0729

19-1419

19-1250

14-4214

Be inspired by a retro ice cream sundae colour scheme, including shades of caramel, strawberry & blueberry alongside banana and chocolate