

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



USP INSPIRE:
QUIET CRAFT



As the cost of living continues to rise, consumers seek **functional products** that are made to last. Also, as AI dominates the conversation, a reactionary desire for **handmade, imperfect items** grows.

A **nostalgic yet modern** mood emerges across fashion and interiors, celebrating **materiality and craft**. Destinations such as **Kettle's Yard** in Cambridge, UK, inspire creatives, while **'wibbly' antiques** find a new place in contemporary homes, as highlighted by **House & Garden**.

Late last year, designer **Margaret Howell** presented her S/S 26 collection as part of an ongoing cycle of renewal, re-examining her own archive for inspiration. Meanwhile, a major exhibition of the work of sculptor **Barbara Hepworth** will be held in London this Summer.

USP: An understated, yet quietly beautiful aesthetic emerges as consumers value functionality and the human touch.

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MOOD



Be inspired by a focus on materiality and storytelling, with understated tailoring and pared back, yet carefully curated interiors

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COLOUR



14-1118

15-3917

13-4305

11-0103

19-1241

16-1432

Be inspired by a palette of warm, raw neutrals - oak, walnut, parchment and plaster are lifted by the presence of soft powder blues