

UNIQUE **STYLE** **P**LATFOrm
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
FUNMAXXING



Consumers seek out **playful experiences** in reaction to the feeling of overwhelm created by modern society.

A recent article on **Dazed** says terms like “**funmaxxing** – a mindset prioritising enjoyment over an obsessive, result-driven approach... reinforce a relationship with play into our lives.”

At **Coachella**, huge inflatable installations, such as that by **Sabine Marcelis**, immersed attendees in a fun, colourful atmosphere, while play and humour has been the dominant theme at **Milan Design Week 2026** - see activations from **Moncler, IKEA, Marimekko, Yinka Ilori, Sara Ricardi, La Double J** and **Skoda**,

Fashion is also tapping into this cheerful, surreal mood, with **dopamine-inducing colour, clashing prints** and **child-like accessories**.

USP: Take fun aesthetics to the max, embracing play, print and colour across fashion, interiors and lifestyle.



Be inspired by fun & play through bold, clashing colour & print, unexpected tongue-in-cheek details, inflatables and child-like toys as accessories

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COLOUR



Be inspired by cheerful colour contrasts, mixing bubblegum pink, chocolate and mint, with bright jaffa, primary red, jade and vivid violet