

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
FRUIT FANTASY





Fruit continues to inspire designers and creatives, however tropical prints make way for **locally grown produce** - apple, pear, cherry and strawberry motifs are key.

Also important for the new fruity aesthetic is a touch of **surreality** and **fantasy**. Food trendsetter **Laila Gohar** decorated a carousel with oversized fruits for **Milan Design Week** in collaboration with **Arket**, while **Coach** launched *The Coach Charm Playground* at London **Selfridges'** *Corner Shop*. The immersive pop-up included a giant apple-shaped photo booth nodding to Coach's NYC roots.

Influencer **Emma Chamberlain's** homeware collaboration with **West Elm** blends kitsch with a mid-century vibe, using apples as a key icon within the collection. **Le Creuset** have also released their cocotte in three fruit-inspired shapes - a peach, blueberry and strawberry.

USP: Fruit motifs add a playful touch to interiors and fashion.

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MOOD



Be inspired by playful fruit shapes for homeware and fashion accessories, as well as motifs applied as print, pattern and graphics

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COLOUR

19-1526
14-0223
16-0436
16-1620
19-1557
14-5707
18-1443

Be inspired by a fruity palette of soft pear, apple red, juicy strawberry and deep cherry, contrasted by cool seafoam and baked clay