

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

A wide-angle photograph of a beach at sunset. The sky is a soft, warm orange, and the ocean is a deep blue. A person is seen riding a wave in the middle ground. The waves are breaking, creating white foam. In the background, there are low hills or mountains under the sunset sky.

**USP INSPIRE:**  
GENTLE SURF



**Surf culture** is influencing **fashion, beauty** and **lifestyle**, through **sporty styling, oceanic visuals** and **calming colours** inspired by sunsets and misty seas.

Although the **2020 Olympics** was eventually postponed, surfing had been introduced as a sport for the first time this year.

**Gestalten** have released a new book, *She Surf*, celebrating the community of female riders around the globe, while **Vogue** recently published an article on **Textured Waves**, a surf collective inviting more women of colour into the water. The group have also released a short film, *Sea Us Now*, with swimwear brand **Seaa**.



# USP INSPIRE: GENTLE SURF

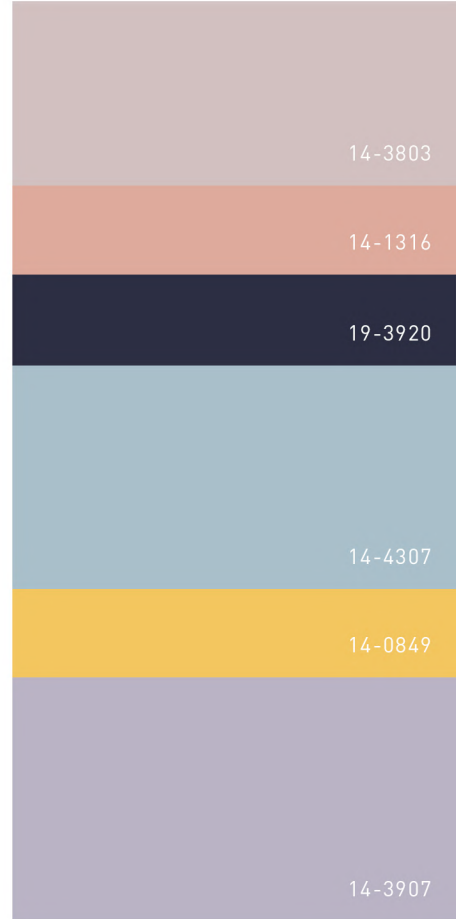
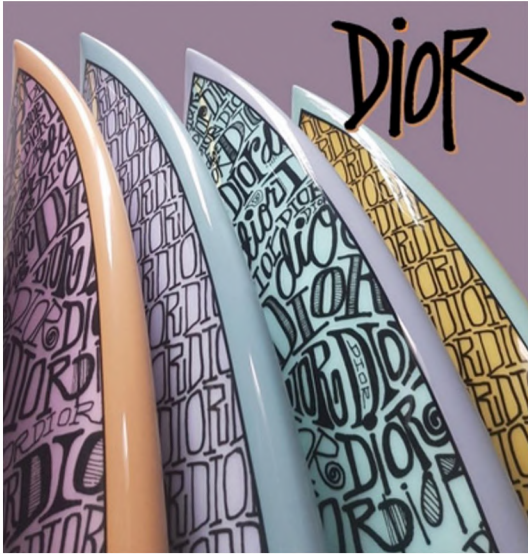
# MOOD



Be inspired by oversized Hawaiian shirts and scuba fabrics, as oceanic waves appear on nail art and shell motifs influence interior product

# USP INSPIRE: GENTLE SURF

# COLOUR



Be inspired by a palette of greyed-off, hazy pastel tones taken from misty summer sunsets, while sunny yellow and deep navy add contrast