

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
WILD ANIMAL PRINT (WAP)



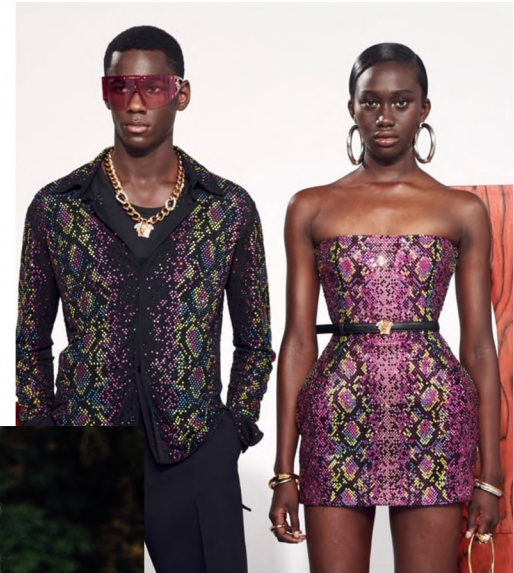
Animal skins continue to dominate print and pattern trends, with **leopard, tiger, zebra** and **python** being used to create **maximalist, glamorous** looks across **fashion, beauty** and **interiors**.

Cardi B and **Megan Thee Stallion's** controversial music video for the song *WAP* has attracted a lot of media attention due to the extreme fashion on display. Set in a lavish mansion, the visuals range from surreal Alice in Wonderland-style illusions, to rooms filled with **wild animals** and **matching prints**.

OTT animal print is the dominate aesthetic on display, with the artists wearing custom printed **Mugler** lingerie sets, as well as **snakeskin** swimsuits and cage corsets designed by **Bryan Hearn**.

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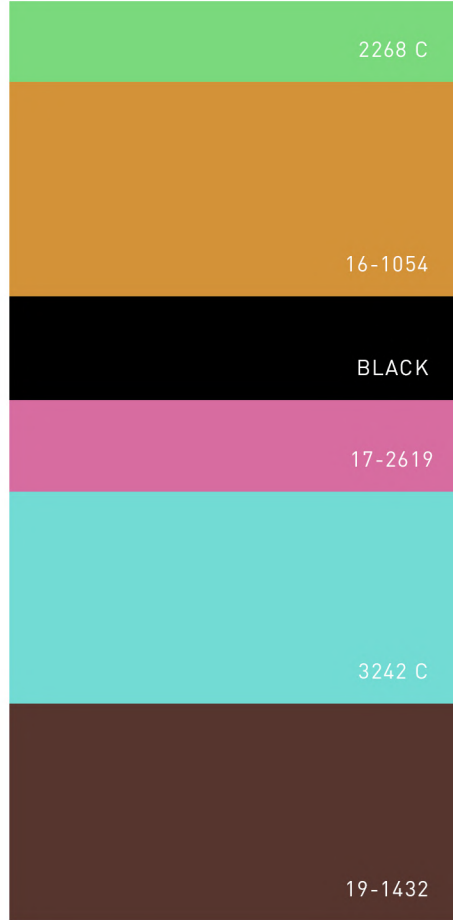
MOOD



Be inspired by an OTT animal print statement for fashion beauty and interiors, mixing classic skins with vibrant colour pops and animal motifs

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COLOUR



Be inspired by a palette updating natural animal tones, such as rich brown and yellow ochre, with contemporary pops of saturated neon pastels