

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

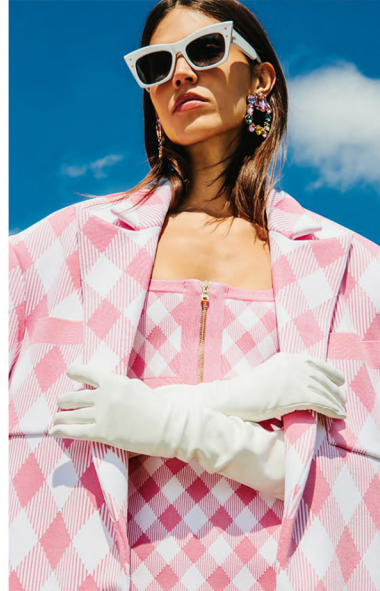
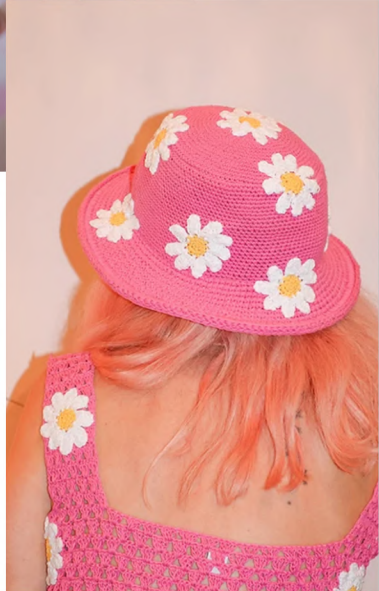
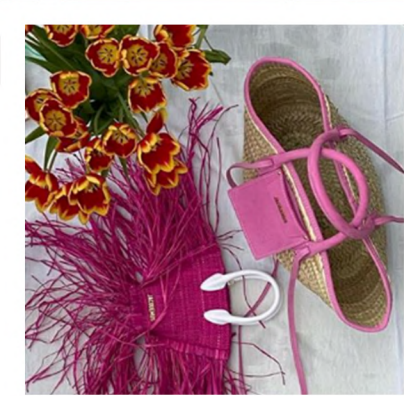
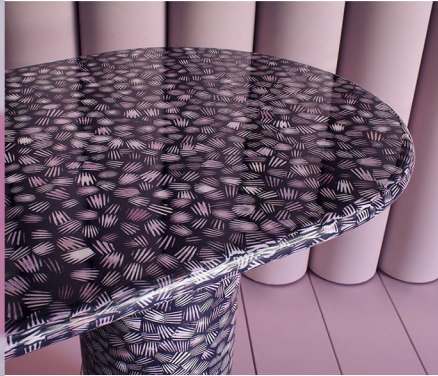
USP INSPIRE:
CANDY K-POP





South Korea's influence on Western culture has been growing over the years, and **K-pop** is becoming a highly popular genre. In this report, we take a look at the **fun, fantasy visuals** inspired by K-pop artists.

Selena Gomez recently collaborated with K-pop girl band **Blackpink** on a new single, *Ice Cream*. The music video features **vintage-inspired outfits**, plus **Carebears** and **kittens** in **candy-coloured, dreamy pop scenes**.



Be inspired by fun flowers, cutesy hearts and oversized gingham prints covering fashion, beauty and interior styles

USP INSPIRE: CANDY K-POP

COLOUR



Be inspired by a bright pastel palette of bubblegum pink, bright pistachio and fuschia shades modernised with monochrome black and white