

UNIQUE **STYLE** PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
VINTAGE 1940's





The interest in **vintage fashion** is growing, as online sellers search out **retro finds**. A **1940's** influence has been emerging in recent fashion collections, with **collared dresses** and **cinched in waists** in womenswear and **tucked-in shirts** for men. In interiors, **pastel-tones** and **chintz florals** are updating a **classic vintage mood**.

New **Netflix** psychological thriller series, *Ratched*, directed by **Ryan Murphy**, is set in 1947 and follows the disturbing story of the psychiatric nurse from *One Flew Over The Cuckoo's Nest*. Although telling gruesome stories, the visuals of the show are **striking, theatrical** and tinted with a **retro mood**. Costume designer **Lou Eyrich** points out that *"the tight but vivid colour scheme helps heighten suspense and anticipation throughout the unpredictable storyline."*

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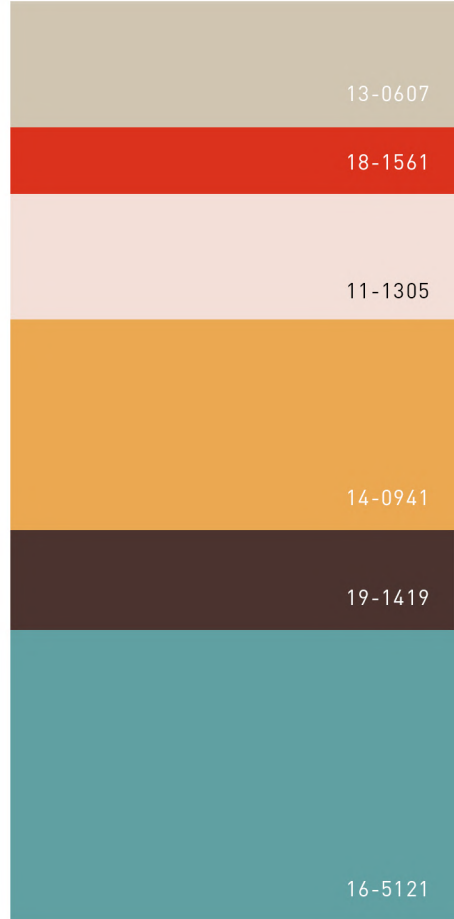
MOOD



Be inspired by a contemporary take on 1940's fashion, while interiors mix vintage finds with faded floral wallpapers and pastel tiles

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COLOUR



Be inspired by a palette dominated by mustard and surgical green teal, complemented by lipstick red, vintage chocolate, pale pink and warm stone