

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
RETRO INTELLECTUAL



As consumers embrace a new appreciation for intellectualism, an academic style with retro undertones comes to the fore.

The *Dark Academia* subculture on **TikTok** is a nostalgic romanticisation of a world before technology, inspired by education and life at boarding schools or classic universities. New **Netflix** series, *The Queen's Gambit*, is based on the novel by US author **Walter Tevis** and stars **Anya Taylor-Joy** as a highly intelligent chess prodigy in the 1950's and 60's.

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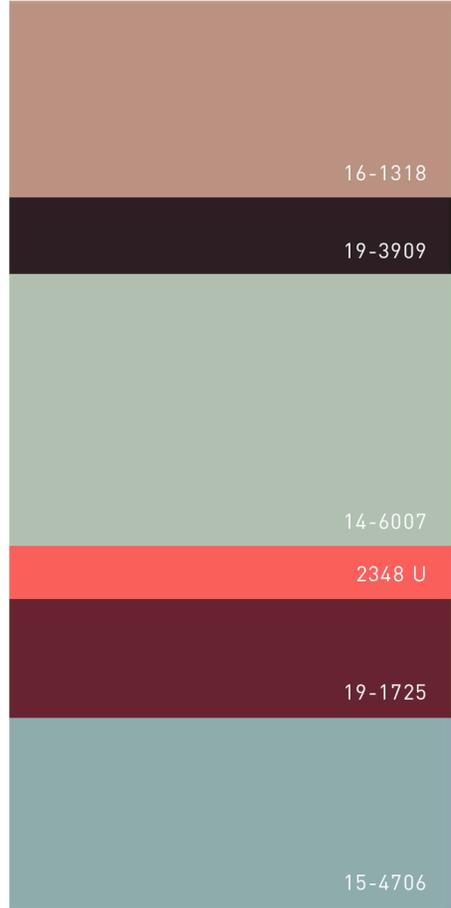
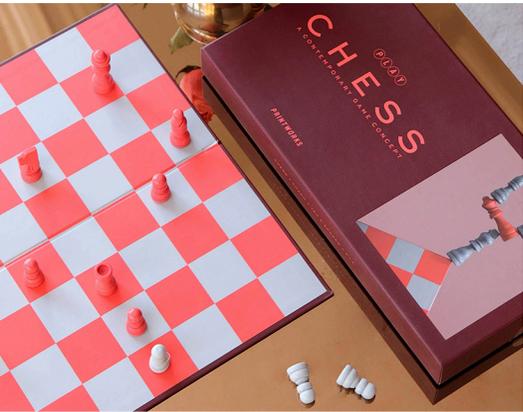
MOOD



Be inspired by a retro mood with academic undertones, mixing muted colours and crisp collars with heritage checks and checkerboard designs

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COLOUR



Be inspired by a palette of muted nostalgic tones, such as duck egg blue, faded mint, café au lait and deep burgandy, as vibrant coral adds a pop