

A photograph of a two-story white stucco house with a red door and red shutters. The house is partially covered in green ivy. The text 'UNIQUE STYLE PLATFORM' is overlaid at the top, and 'ESSENTIAL INSPIRATION FOR CREATIVE MINDS' is overlaid below it. At the bottom, the text 'USP INSPIRE: COUNTRYSIDE CORE' is overlaid in large white letters.

UNIQUE STYLE PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
COUNTRYSIDE CORE





As **Cottage Core** continues to appeal, consumers are encouraged to move towards a **rural-inspired life**. As the trend evolves, a **less idyllic, more realistic** mood emerges, with **functional workwear** and **muted, wintery visuals**.

Film and TV shows, such as new release *Wild Mountain Thyme* and the hunting scenes from *The Crown*, show a grey and wet version of the countryside, with **pared-back colours** and **humble** aesthetics.

*Kinfolk's* new *Garden Issue* is dedicated to **natural beauty** and rural living, celebrating the idea of **nature as nourishment** and offering inspiration to readers looking to **live in harmony with plants**.



# USP INSPIRE: COUNTRYSIDE CORE

# MOOD

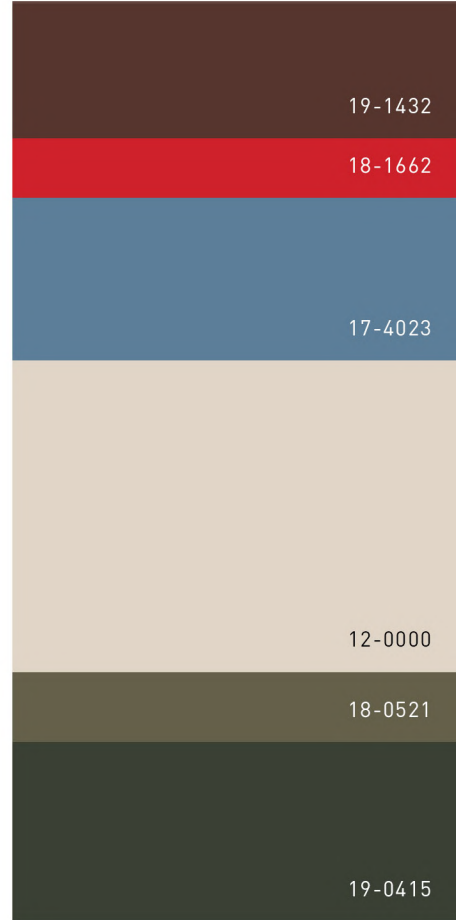


Be inspired by warm, functional countrysidewear, with Barbour-style jackets, cable knits and plaids for fashion, and no-fuss, imperfect interiors



# USP INSPIRE: COUNTRYSIDE CORE

# COLOUR



Be inspired by a palette of muted khaki, deep olive and workwear petrol blue, while berry red pops against the neutral stone shades