

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS



USP INSPIRE:

BOHEMIAN NOSTALGIA



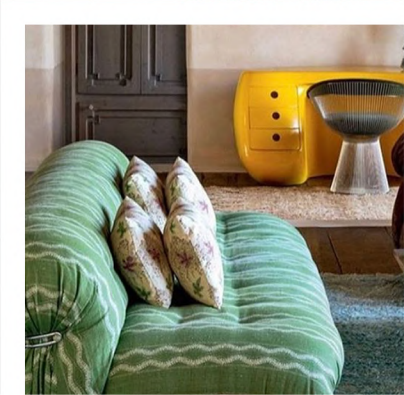
As consumers dream about **free travel** with no restrictions, a **bohemian aesthetic** emerges, inspired by the *Hippie Trail* of the 1970's and influencing **fashion, beauty** and **interiors**.

Recent **BBC** series *The Serpent* tells the true story of crimes taken place along route in 1970's Asia. **Jenna Coleman**, who plays Marie-Andrée Leclerc, wears a collection of **retro prints, silk head scarves** and **bug-eye sunglasses**.

Costume designer **Rachel Walsh** explained, "there's a fine line between flower power and *Austin Powers*. We wanted the characters to look alive and vibrant, without becoming caricatures."

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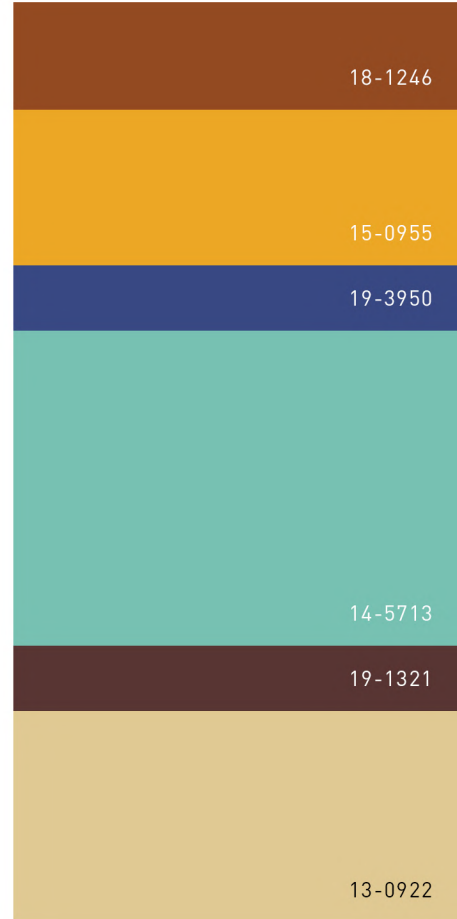
MOOD



Be inspired by 70's hippie styles, with paisley and aztec prints applied to kaftans, shirts and silk scarves, as well as being used in boho interiors

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COLOUR



Be inspired by a palette of 70's mustard, warm tan and chocolate, paired with travel-inspired shades of teal, cobalt and sand