

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
PASTORAL PRACTICALITY



Idyllic rural lifestyles continue to inspire, as consumers crave a **deeper connection to the Earth** and our **shared pastoral heritage**.

New **Netflix** film *The Dig* begins in 1939, exploring the archaeological discovery of an Anglo-Saxon burial ship at Sutton Hoo. Set in rural Suffolk, the film is a study of **memory, preservation** and **humanity**.

Costume designer **Alice Babidge** steered clear of typical period dressing to create a **realistic approach**, taking viewers back to a time **before the age of mass production** and fast fashion, where a **practical, slow** and **conscious relationship with clothes** wasn't a radical act. *"Because something is set in a certain year (it doesn't mean) that you have to be beholden to the style of that year... if you look at people in any day and age they... dress in a way they feel comfortable, like they have established who their true self is."*

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TRAILER



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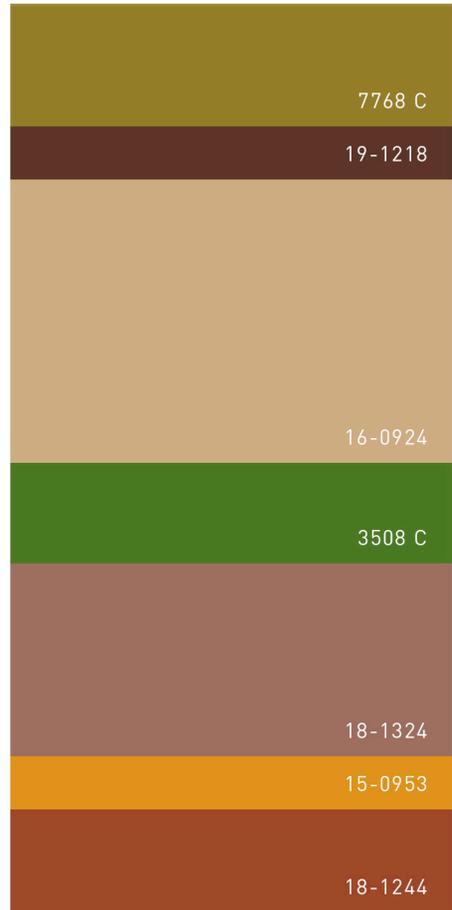
MOOD



Be inspired by a functional, hardwearing aesthetic, as wardrobe staples have a period twist and nature influences stylised print & pattern

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COLOUR



7768 C

19-1218

16-0924

3508 C

18-1324

15-0953

18-1244

Be inspired by a palette of earthy neutrals, such as sand, soil and clay brown, mixed with the fresh, natural shades of grass, sunflower and moss