

UNIQUE **STYLE** **P**LATFOM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:

HEAD IN THE CLOUDS



Consumers are realising the health benefits of nature, as they seek escape through immersing themselves in the outdoors, from forest bathing to the soothing effects of cloud watching.

Artist **Sander Wassink** invited his friends to take a photo of their own blue skies during lockdown for his light sculptures, *Under One Sky*, illustrating that “*though far apart from each other, we are all under one sky.*”

Imitations of soft cloud formations begin to emerge across homeware, fashion and beauty. Washed watercolour sky patterns update the tie-dye trend, while other brands use a bold, stylised and almost childlike cloud motif for a more playful aesthetic, epitomised by the recent release of **Nata Concept Store**’s new *Head in the Clouds* collection and **Blake Ldn x Laetitia Rouget**’s *Let Me Dream* collection.

USP INSPIRE: HEAD IN THE CLOUDS

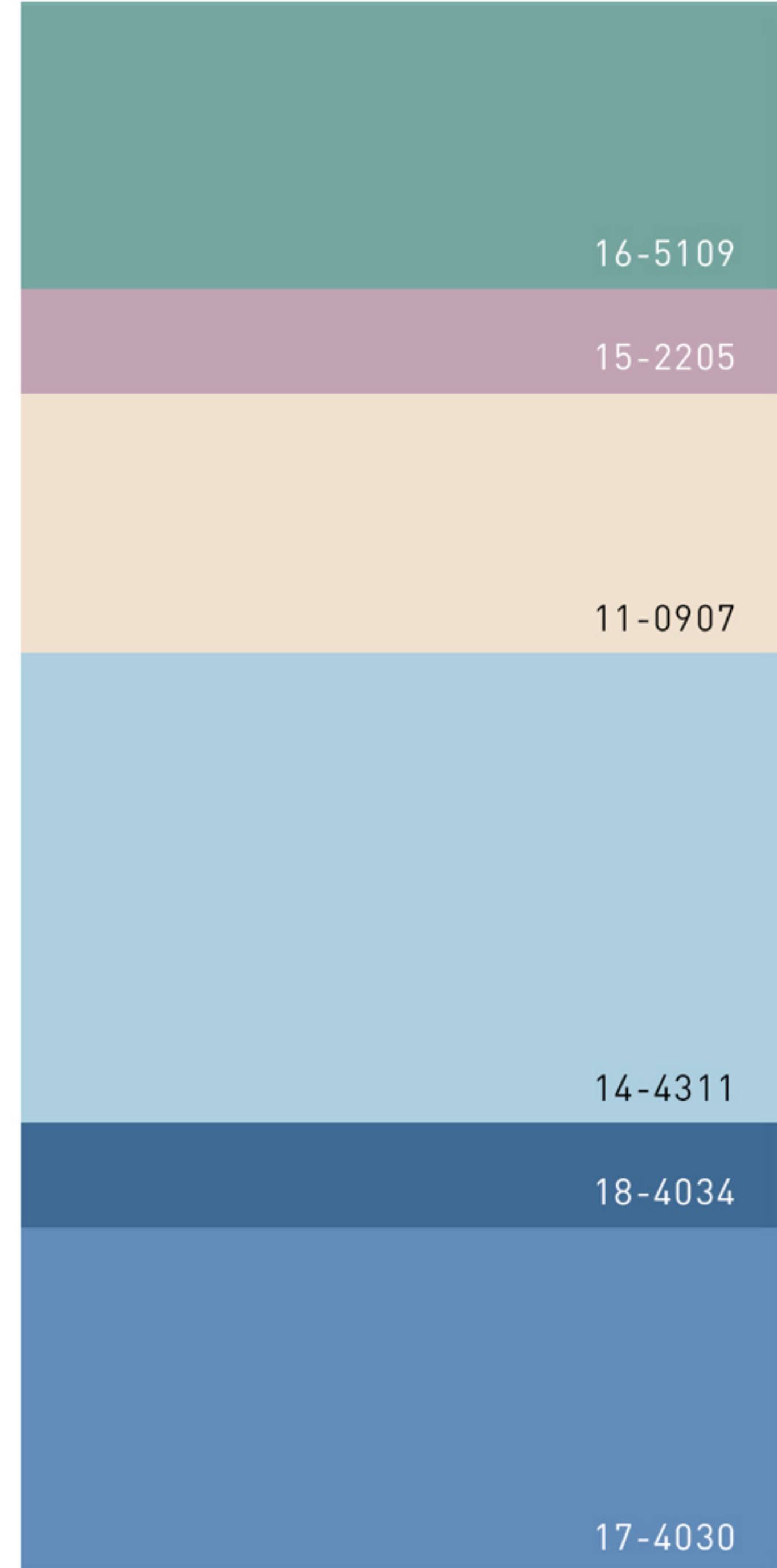
MOOD



Be inspired by soft watery sky patterns in calming blues, updating the tie dye trend, while bold childlike motifs appear in contemporary homewares

USP INSPIRE: HEAD IN THE CLOUDS

COLOUR



17-4030

Be inspired by a palette of soothing sky and dusk blues, complimented by muted green in ombré gradations and paired with soft cloud and mauve fog