

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
SWEET ENOUGH TO EAT





As consumers crave a sense of **celebration** and lockdown baking is taken up a level, **OTT decorated cakes** with **layered pastel icing** inspire a **delicious, “good enough to eat”** aesthetic across fashion, beauty and interiors.

Jeremy Scott has been heavily inspired by **iced cakes** and **sickly shades** for **Moschino’s** recent womenswear collections, while **tiered silhouettes**, with **details reminiscent of piped icing**, have been appearing throughout the **Pre-Fall 21** shows.

Coven Bakery and **Lily Vanilli** are two London-based cake-makers who have had their delicately decorated masterpieces shared across social media.

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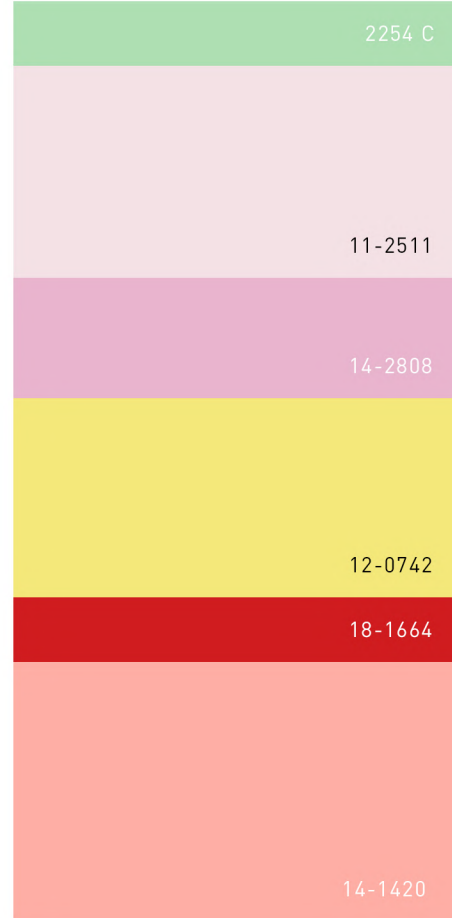
MOOD



Be inspired by extreme frills, gathers and floral appliqué onto voluminous shapes, cake-inspired beauty details and pretty, OTT cute interiors

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COLOUR



Be inspired by a palette of sweet pastel shades such as candy pink, peach and mint, which clash against delicious cherry red and lemon yellow