

UNIQUE **S**TYLE **P**LATFOM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS



**USP INSPIRE:**  
TUFTED TEXTURE



Consumer desire for soft **cocooning textures** combines with **mood-boosting pattern and colour** as we look forward to more positive times ahead.

The growing popularity of hand-tufted rugs influences a **tactile, tufted aesthetic**. In fashion, the **humble fleece** is elevated using exciting colour combinations, seen across **Stella McCartney's** Pre-Fall 21 collection.

Driving this trend in food is designer-meets-baker **Alana Jones-Mann**, who creates textured **shag carpet-inspired cakes**. Also influenced by the palettes and **spongy textures** of cakes, textile design duo **Röd Studio** has a new series of steel vases that bring a **playful, sensory experience** into the home.

# USP INSPIRE: TUFTED TEXTURE

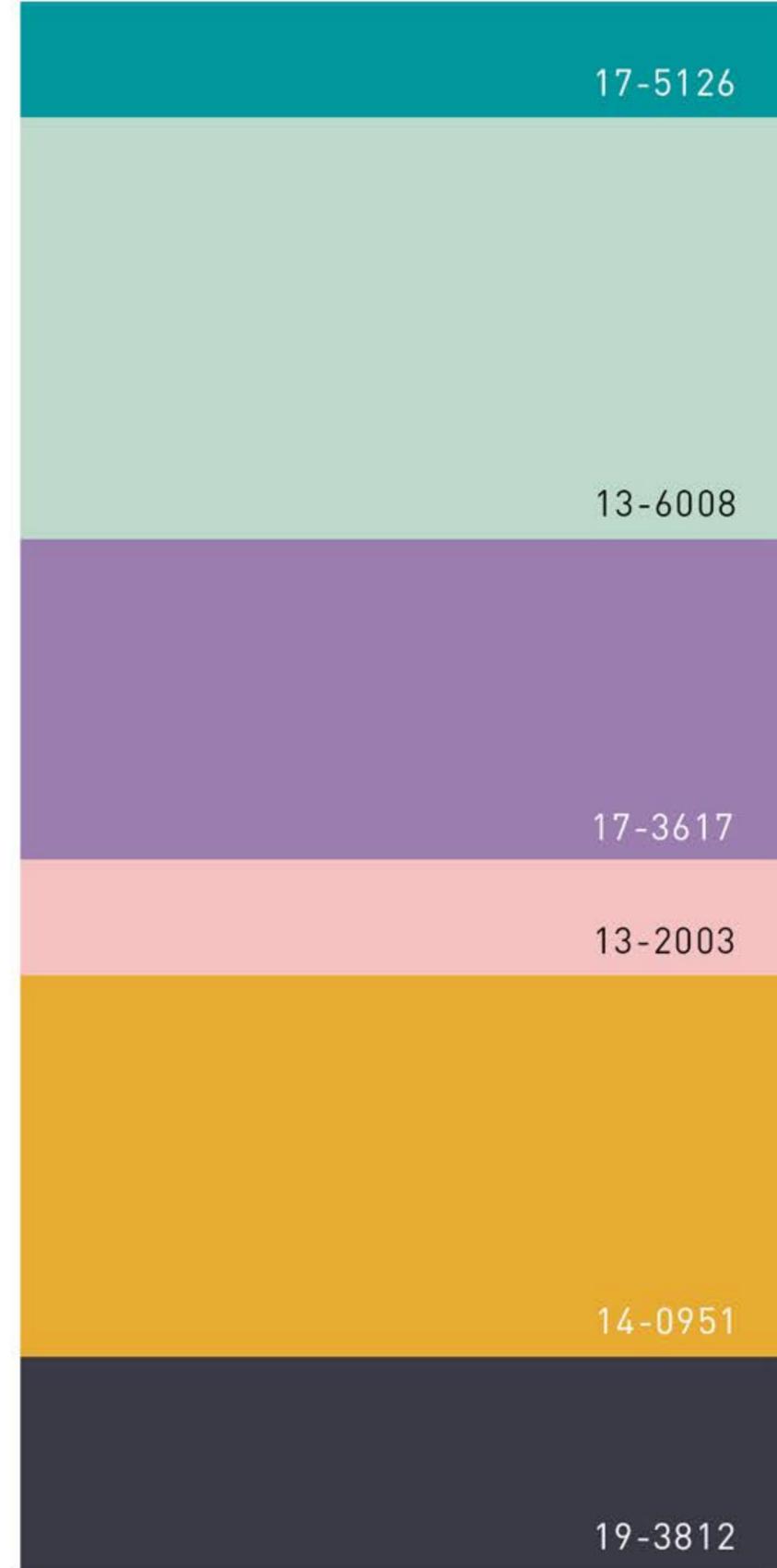
# MOOD



Be inspired by tufted textures across homeware, fashion and beauty, with bold graphic shapes and childlike scribbles adding a sense of play

# USP INSPIRE: TUFTED TEXTURE

# COLOUR



Be inspired by a palette of sweet candy colours, uplifting turquoise, pink, violet and mint, paired with vibrant mustard and rich navy for added depth