

NIQUE **STYLE** PLATFORM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

**USP INSPIRE:**  
WHIMSICAL WONDERLAND







A **theatrical** and **thought-provoking mood** emerges for **womens, mens, kids** and **homeware**, as consumers look to **OTT aesthetics** and a **sense of escapism**.

The much-anticipated exhibition, *Alice: Curiouser and Curiouser* is opening at the *V&A Museum* soon. The show will explore the origins, adaptations and reinventions over 157 years of *Alice in Wonderland* through an immersive presentation.

**Simone Rocha's** sellout collaboration with **H&M** and the accompanying theatrical, yet slightly unsettling, augmented reality exhibition by **Faye Wei Wei** also channelled a fairytale feel.



# USP INSPIRE: WHIMSICAL WONDERLAND

# MOOD

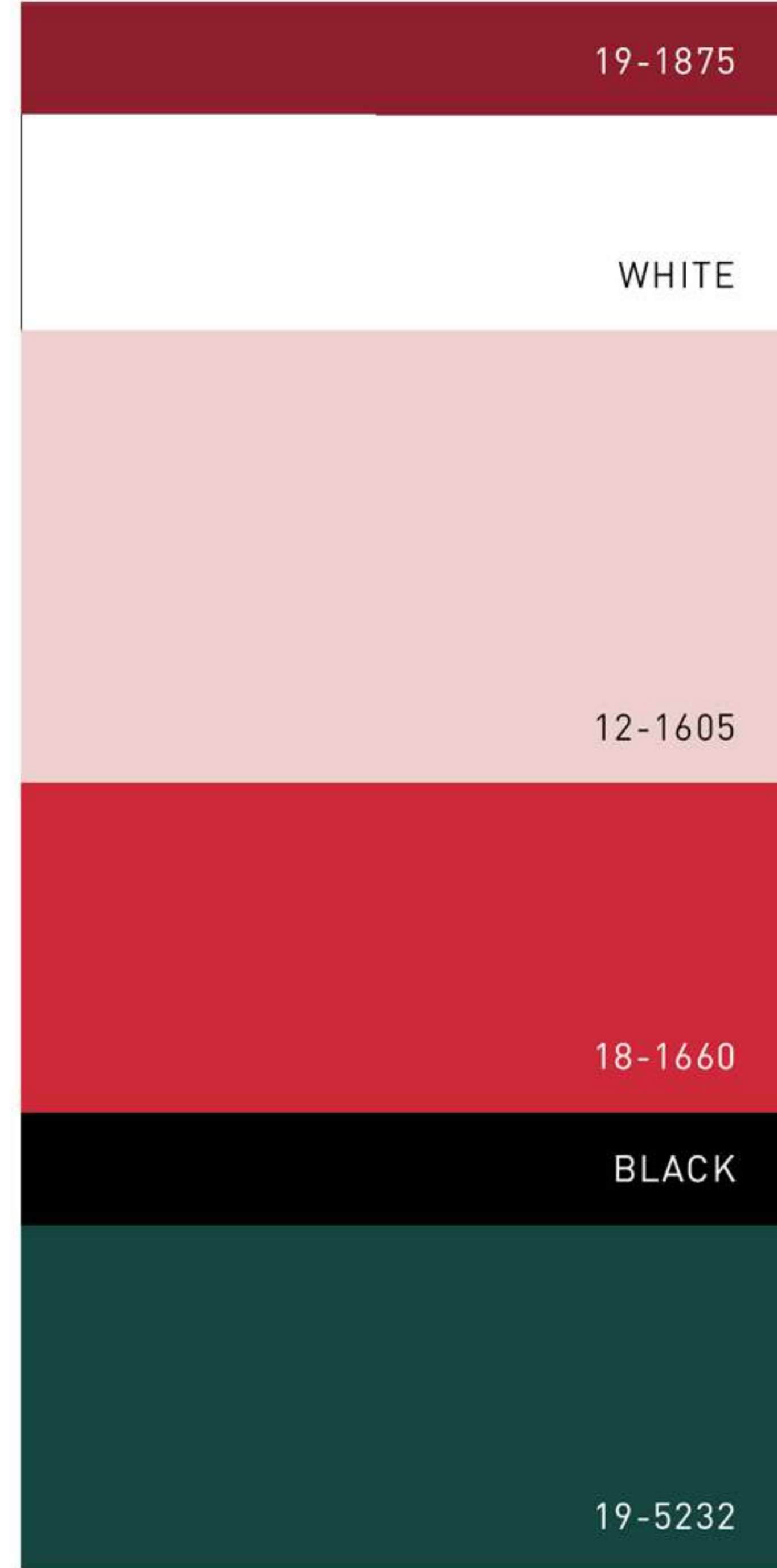


Be inspired by motifs reminiscent of a pack of cards, alongside fairytale florals, checkerboard and tartan to create an eccentric, escapist mood



# USP INSPIRE: WHIMSICAL WONDERLAND

# COLOUR



Be inspired by a palette of rich reds, pretty pale pink and enchanted forest green, with black and bright white adding a graphic, illusionary edge