

UNIQUE **S**TYLE **P**LATFOM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS



USP INSPIRE:
WINTER WHITE



As consumers embrace the **power of the seasons**, while also having a renewed appreciation for nature, a **pale winter mood** emerges, taking influence from **icy landscapes** and **celebrating the power of white**.

Scientists in the US have developed an **ultra-white paint**, significantly "whiter than the whitest paint currently available". Tests show it reflects more than 98% of sunlight, something that could help **save energy** and **fight climate change**.

Classic white creates **clean** and contemporary fashion and beauty looks, while also influencing **sleek yet natural** architecture and interiors.

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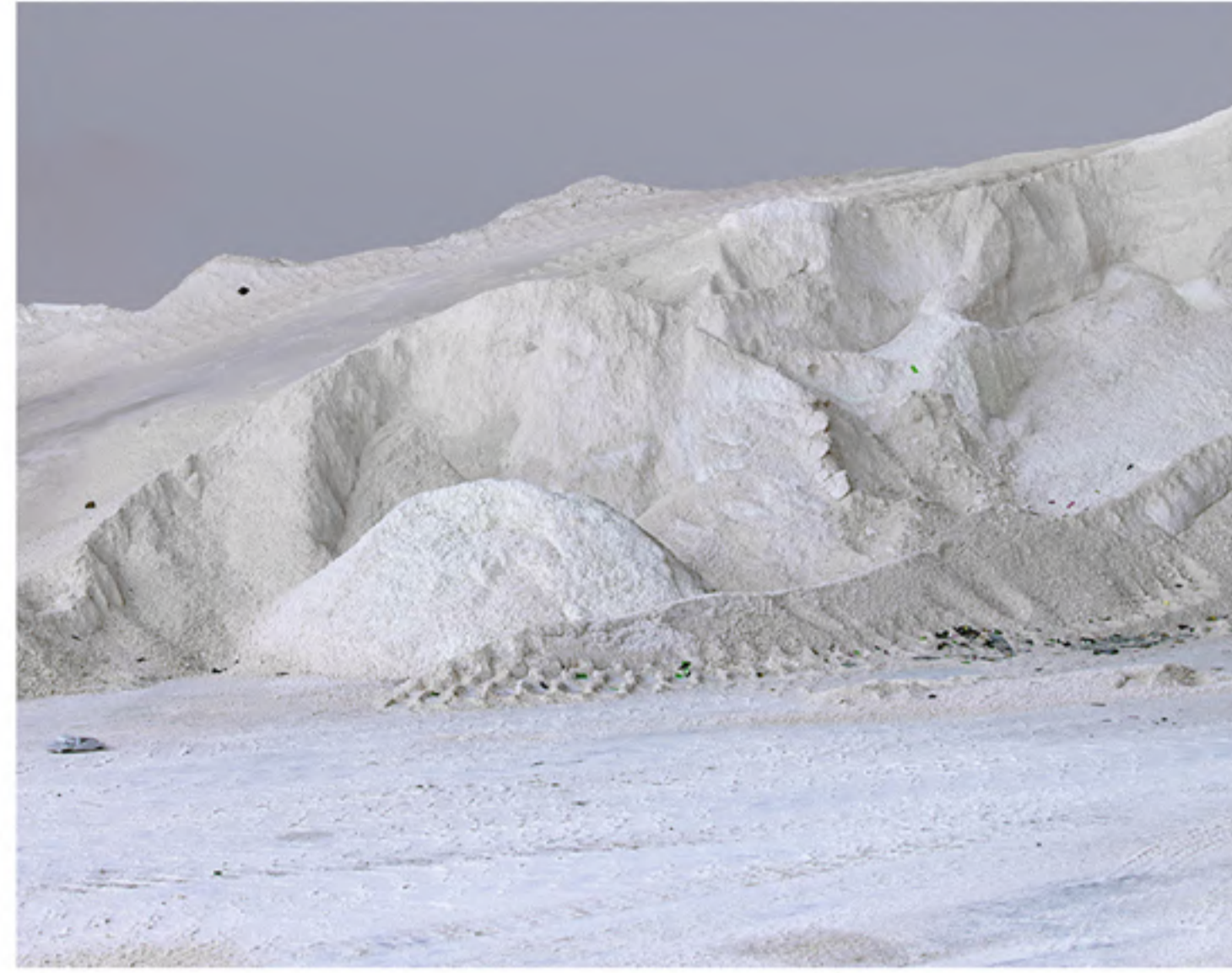
MOOD



Be inspired by clean suiting for both womens and menswear, graphic beauty looks and minimal interiors influenced by arctic landscapes

USP INSPIRE: WINTER WHITE

COLOUR



11-4800

17-1502

WHITE

11-4604

12-4108

Be inspired by a palette of cool, arctic tones, as bright white is complimented by softly tinted greys and icy pale blues