

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

**USP INSPIRE:**  
ANIME GRAPHICS

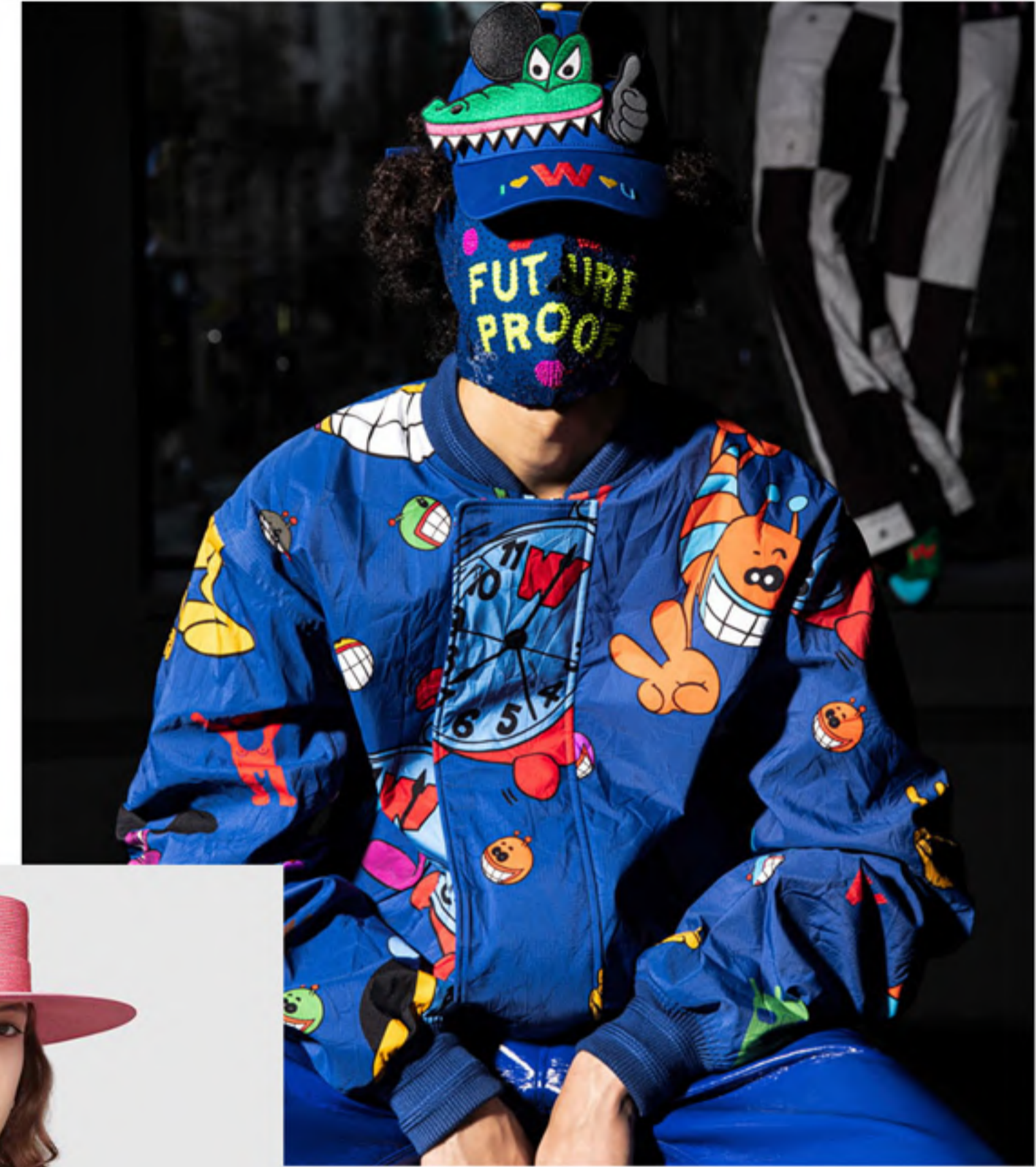




**Anime and Manga cartoons** have been gaining popularity for some time, with Netflix adding 40 new Anime titles to stream in 2021. A **Studio Ghibli** theme park is being built in Japan and a new *Lord of the Rings* Anime film is coming to the big screen.

Brands have been collaborating with Anime series for **limited collections** to target fans, spanning womens, mens, kids, beauty and home products.

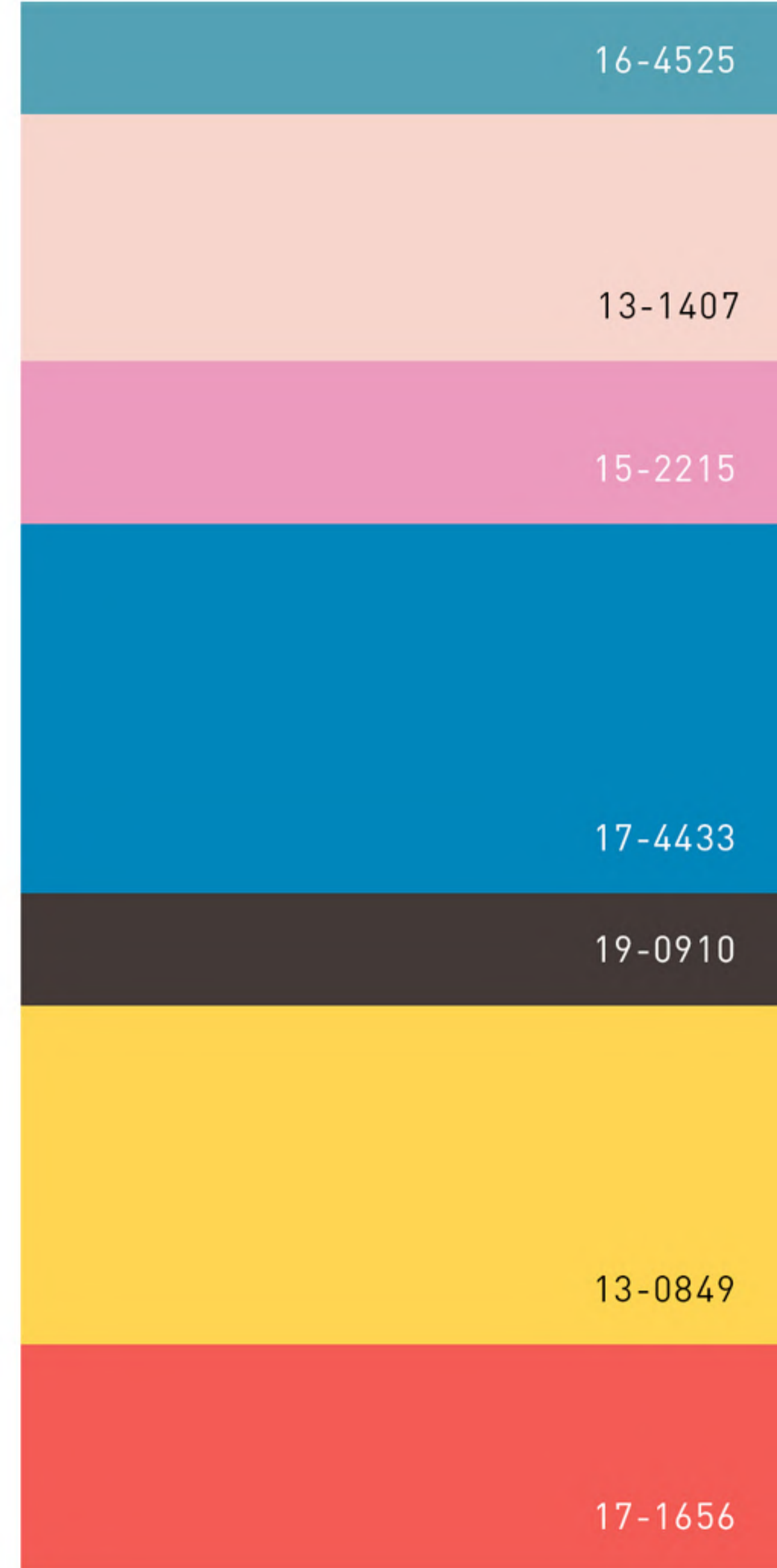
**Gucci** has recently released capsule collections featuring *Doraemon* and *Bananya* characters, whilst **Loewe** launched a capsule collection inspired by **Hayao Miyazaki's** 1988 film *My Neighbor Totoro*. **Uniqlo** has also recently printed Manga and Anime series' *One Piece* and *Jujutsu Kaisen* on T-shirts as part of their *UT* graphic collection, and **SHISEIDO's** mens line *uno* has tapped *Attack on Titan* for it's latest skincare campaign.



Be inspired by Japanese cartoon graphics with key Anime characters applied to clothing and homeware, whilst beauty details hint at the genre

# USP INSPIRE: ANIME GRAPHICS

# COLOUR



Be inspired by a palette of fun primary colours paired with pretty pinks and fantasy teal, with graphic black adding a cartoon, line-drawn element