



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

USP INSPIRE:
FOLK FLORALS



As a **Cottagecore** aesthetic continues to remain relevant, it is updated through a contemporary approach to **folk style**. **Embroidered motifs** and **folkloric florals** are applied to womens, menswear and beauty, as well as influencing interiors, architecture and food.

Artist **Agostino Iacurci** has painted the *Pascucci Elementary School* in Italy, depicting a series of stylised plants that wrap their way around the building.

In fashion, the recent collection from eco-conscious streetwear brand **STORY mfg.** features embroidered motifs of mushrooms, snails and butterflies. **The Wolves Workshop** finds carefully sourced vintage workwear to hand embroider, with Founder **Tiffany Mumford** recently collaborating with **Toast** on renewing garments for charity auction.

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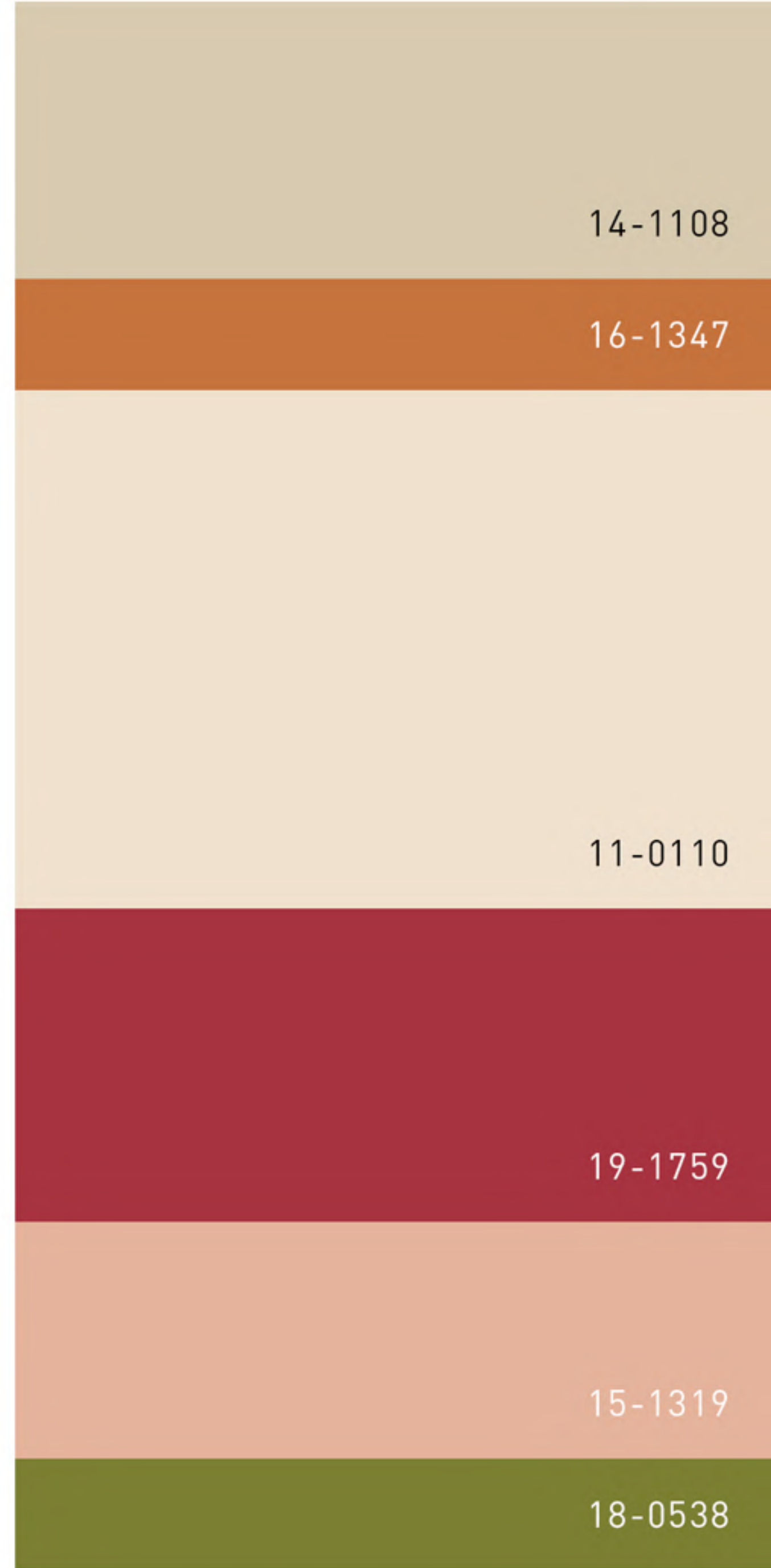
MOOD



Be inspired by stylised florals and embroidered details across fashion and beauty, whilst food, lifestyle and interiors also take cues from nature

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COLOUR



Be inspired by a natural palette of ecru, vanilla cream, ochre and stem green, paired with faded peach and strawberry for an added warm flush