



UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
NATURALLY DYED



As **plant-based dyes** and **organic materials** appeal to the increasingly **eco-conscious** consumer, a **soft and natural** mood emerges across fashion, beauty and lifestyle.

Natural colour, botanical prints and a more **gentle approach to tie dye** work across womens, mens and kids clothing and accessories. **Natural fibres** are used for homeware, whilst beauty products harness the power of **plant-infused** recipes.

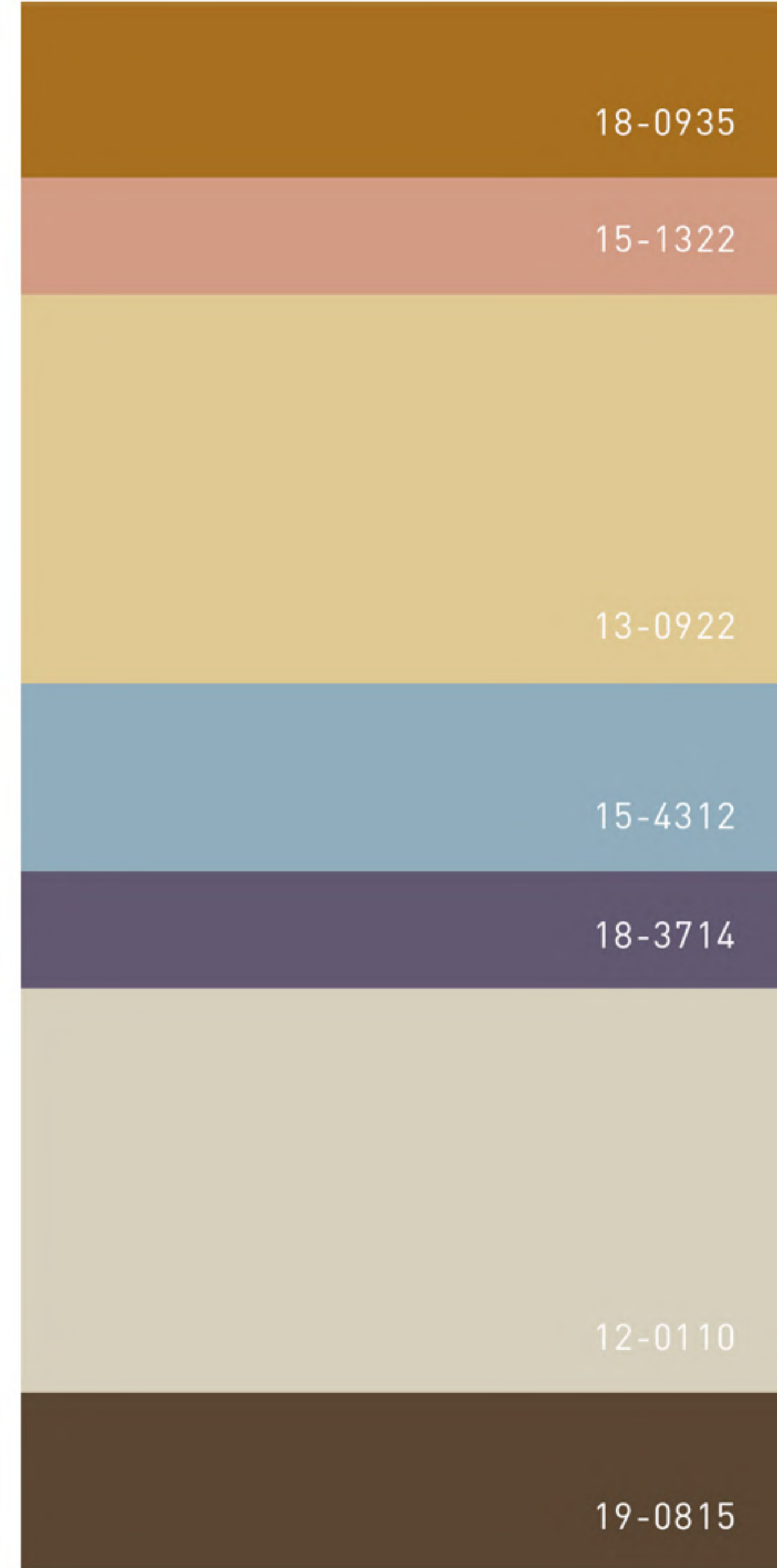
Plant colour technician and trained herbalist **Niki Tsukamoto** recently worked with **Stussy** on a limited collection of naturally dyed sneakers. Uruguay-based brand **Calmo** champions botanically-dyed fashion pieces by local artisans, whilst at-home natural dye DIY sets are being sold by specialists such as **Ffion Taverner**.



Be inspired by naturally dyed, organic fabrics with subtly textured prints for fashion, accessories and lifestyle, and plant-infused beauty products

USP INSPIRE: NATURALLY DYED

COLOUR



Be inspired by a palette of soil, warm almond, ecru and straw, highlighted by a deep blueberry level, faded indigo and pale rose petal