

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

**USP INSPIRE:**  
**WILD WEST**





**Cowboy visuals** continue to inspire **fashion, beauty** and **lifestyle**.

**Ponyhide** and **cow prints** have been popular for **womenswear** and **beauty** looks in recent seasons, while **fringing** and **cowboy boots** have had a 90's revival.

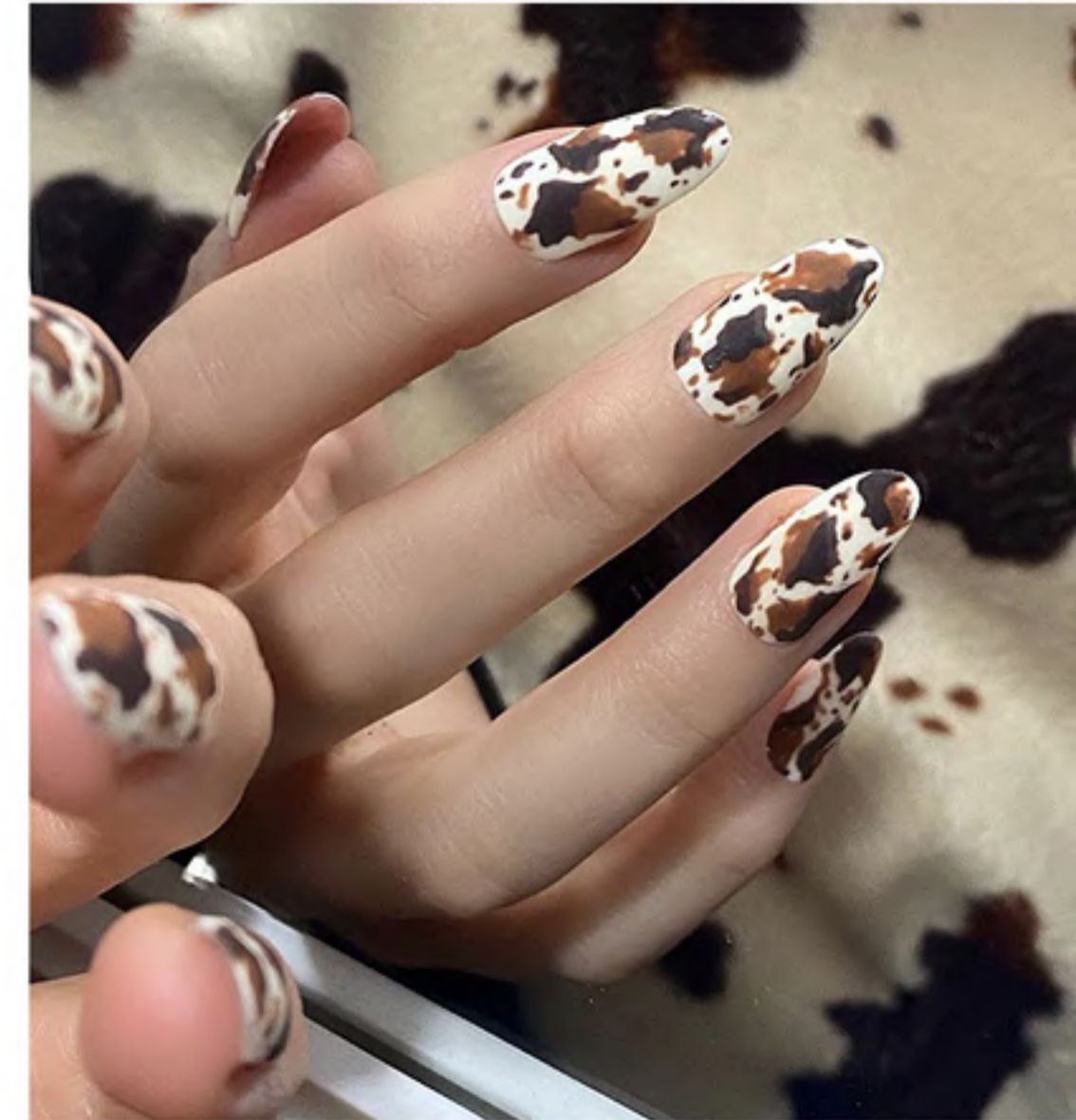
**Dua Lipa's** new music video for her single *Love Again* sees the singer take on the **Western trend** as she rides a mechanical bull and square-dances whilst wearing cowboy hats and ponyskin.

**Ranch-style interiors** set in open spaces create an indoor-outdoor environment, much desired by the modern consumer post-Covid.



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# MOOD

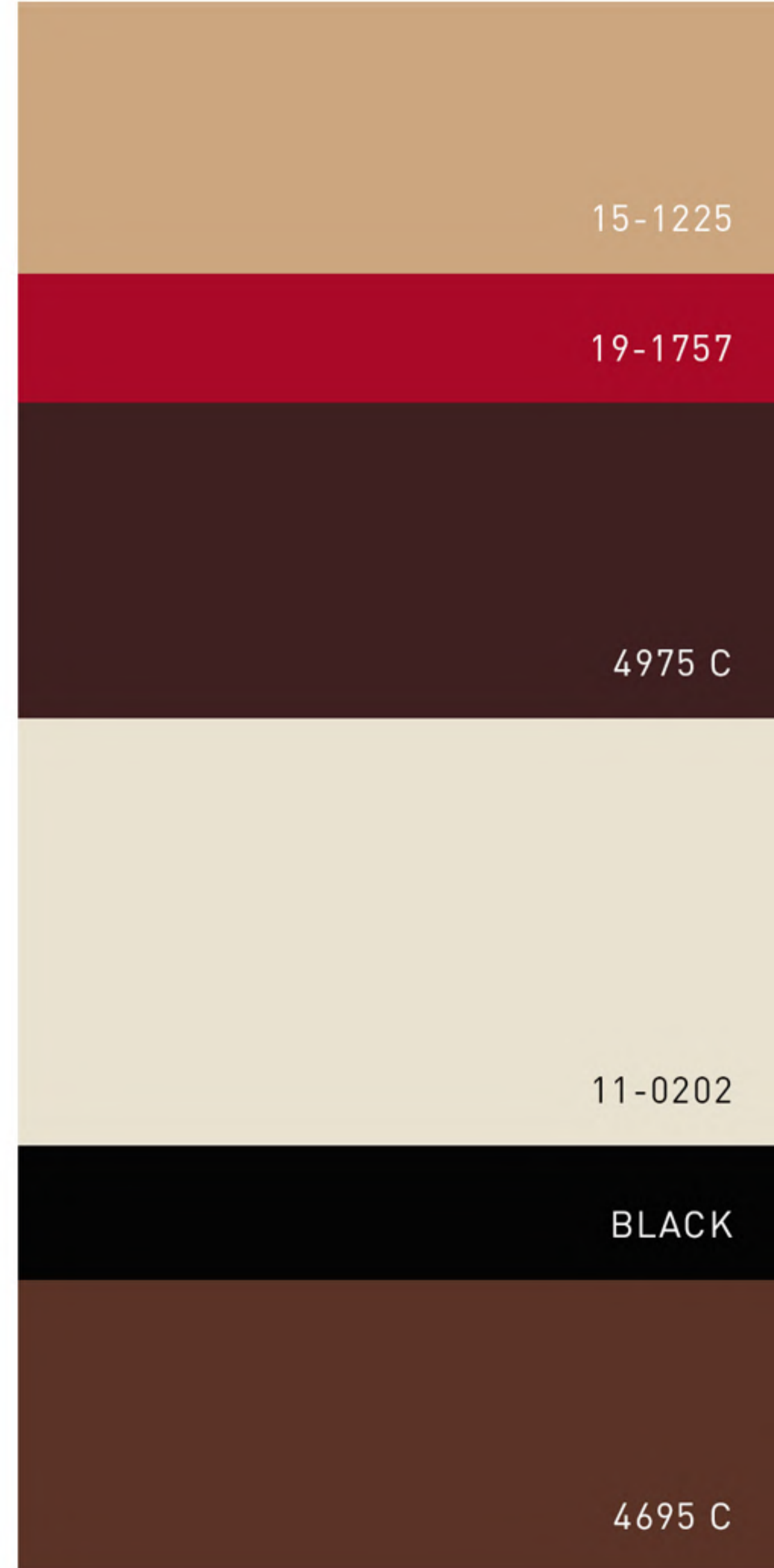


Be inspired by a modern cowboy mood, with leather, suede, cowboy hats and boots for fashion, cow print beauty and ranch-style, Western interiors



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# COLOUR



Be inspired by a tonal palette of deep browns, beige, black and cream taken from ponyskin, while rich red adds a bold accent