

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
COCONUT GIRL





The *Coconut Girl* trend, which originated on TikTok, is set to influence Gen Z's summer style.

The aesthetic is mainly defined by the **hibiscus flower print** associated with **Hawaiian** shirts, along with **surf-inspired graphics, puka shells, crochet** details, **halter tops** and **platform sandals** in bright colours. The **carefree, naive** and **optimistic** *Coconut Girl* borrows from **Y2K nostalgia** mixed with **retro surf culture** and 2006 teenage mermaid film *Aquamarine*.

Brands such as **Holiday the Label** and **House of Sunny** heavily feature **Aloha** prints with **dolphin** and **sunset** motifs throughout their sell-out collections.

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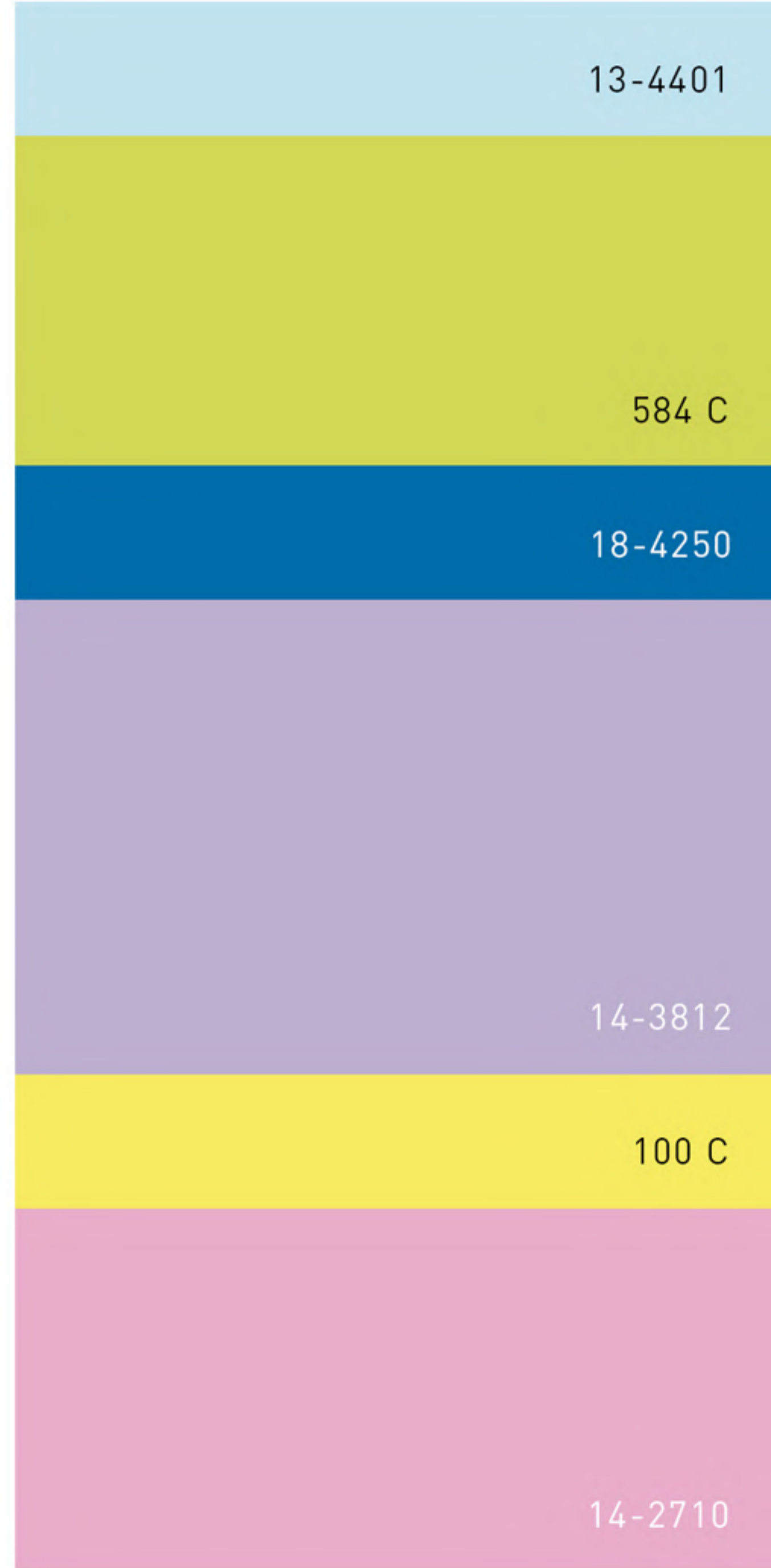
MOOD



Be inspired by a nostalgic, surf mood, with Hawaiian hibiscus flower prints for clothing and beauty, and dolphin, shell and palm tree motif jewellery

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COLOUR



Be inspired by a palette of beachy, sundrenched pastels, with the key pairing of Gen Z lilac and lime, stylised sea and sky blues and bright lemon