

A woman with dark skin and hair is the central figure, wearing a large, vibrant floral crown that frames her face. She is also wearing a top with a bold, blue and white floral pattern. The background is a solid black, which makes the colors of the flowers and her clothing stand out. The overall aesthetic is artistic and creative.

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS.

USP INSPIRE:
GORGEOUS GARDENIA



Updating humble Cottagecore florals, a **glam garden aesthetic** emerges across **womens, mens, beauty and lifestyle**.

Gucci Beauty's new *Flora Gorgeous Gardenia* fragrance campaign with **Miley Cyrus** blends **elevated, retro, glam rock** looks with **saturated flora and fauna**, set in a lush garden. **Ariana Grande** recently released a series of performances for her *Positions* album, set in an abstract **natural world** with an **ethereal feel**.

In womenswear, **Lanvin** and **Blumarine's** Resort 22 collections feature **butterfly** graphics in glamorous styles, whilst **Davi Paris** presented oversized, luxurious floral prints for S/S 22 menswear.

Botanical embellishments add a sense of opulence to party refreshments.

USP INSPIRE: GORGEOUS GARDENIA

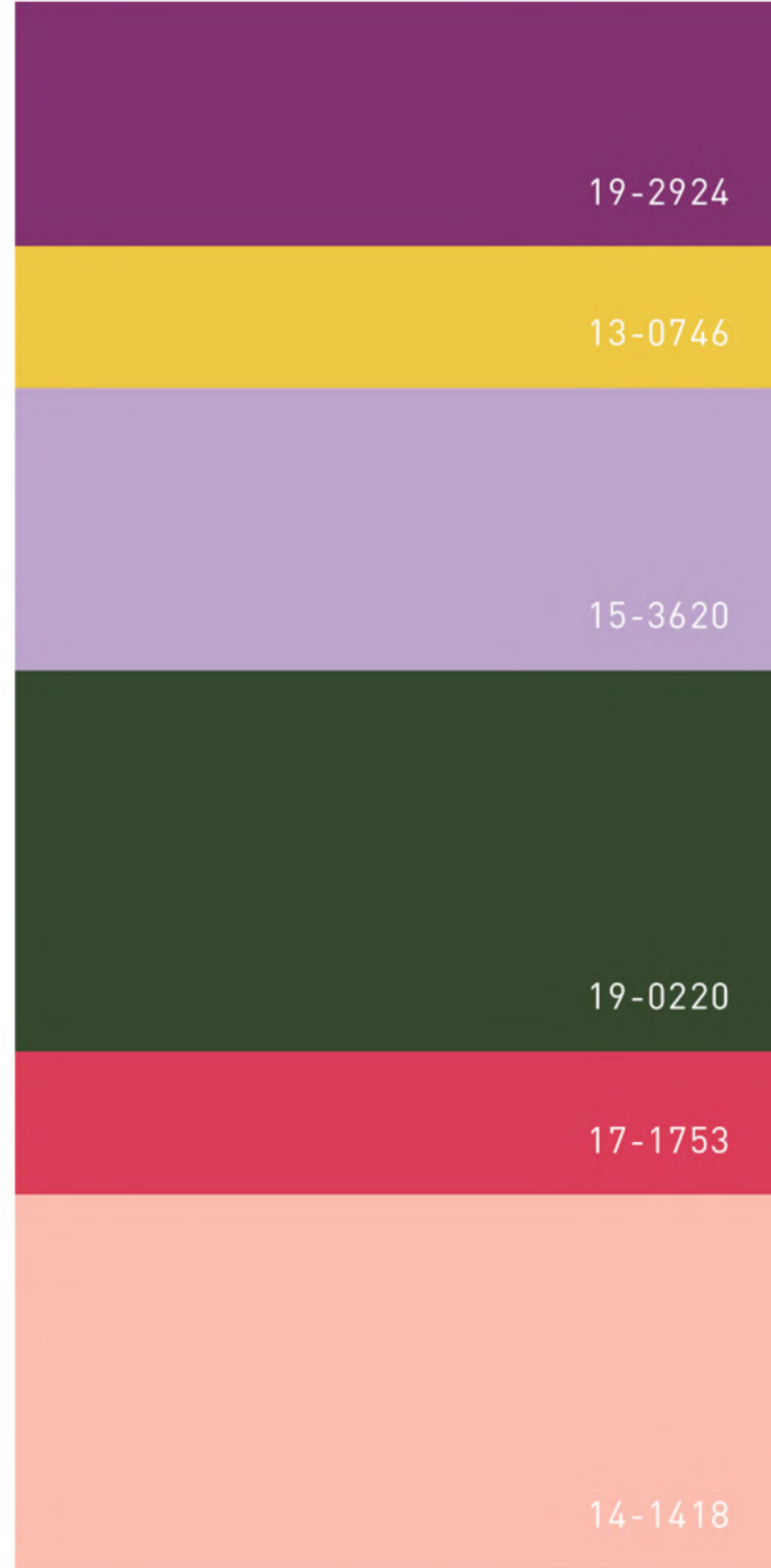
MOOD



Be inspired by painterly, saturated florals and butterfly prints for womens and menswear, as well as botanical embellished food and drink

USP INSPIRE: GORGEOUS GARDENIA

COLOUR



19-2924

13-0746

15-3620

19-0220

17-1753

14-1418

Be inspired by a palette of floral blushes, lilac and violet, contrasted against a deep midnight green and pop of otherworldly blue