

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

BALENCIAGA

**USP INSPIRE:**  
FURRY



**Furry aesthetics** in bright, bold and summery colours are seen across fashion and interiors, bringing playful joy and high tactility, with pink being a key colour.

**Balenciaga's** pop-up store in London enters a world of fantasy furry pink, with more stores set to open worldwide in celebration of their new bag *Le Cagole*, meaning an 'over the top attitude'.

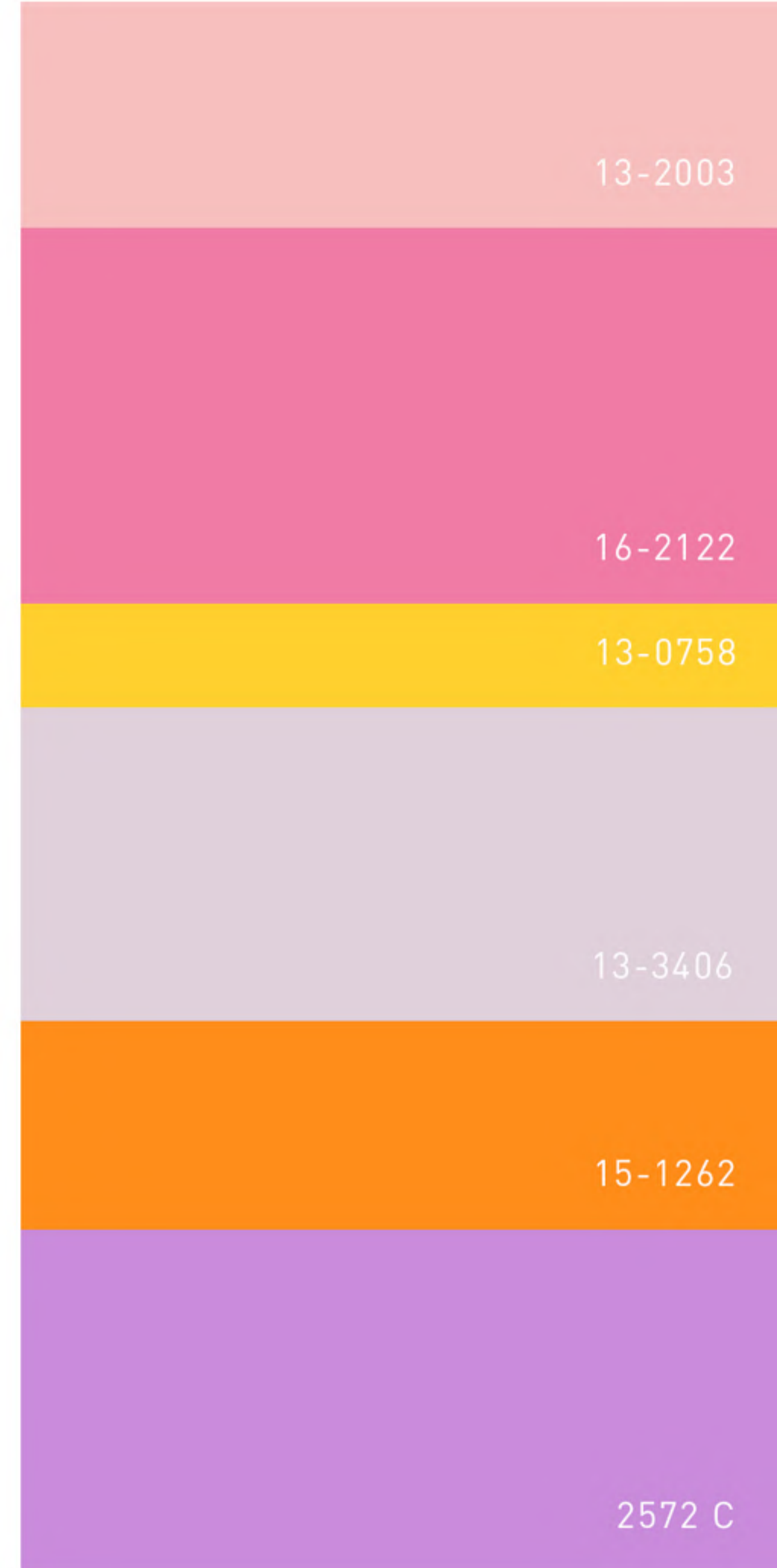
Scottish fashion brand **Imi Studios** also opened a pop-up to launch their new S/S 22 collection consisting of fun furry hats and matching leg warmers, similar to **House of Sunny's** large fur boots from their A/W 22/23 collection.



Be inspired by fun, furry statement pieces for fashion and accessories and highly tactile surfaces for lifestyle and interiors

# USP INSPIRE: FURRY

# COLOUR



Be inspired by a palette of candy pinks, playful purple and subtle lilac with pops of sunny orange and yellow