

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
BIKER CHIC





Biker styles influence **fashion** and **homeware**.

Jacquemus' S/S 22 campaign featured *Euphoria* actress **Sydney Sweeney** putting pedal to the metal, modelling alongside a bright white Yamaha bike.

New RTW and menswear collections have seen reinventions of the classic biker jacket. **Simone Rocha** gave the traditional biker an update with puffed sleeves and statement lapels, while **Louis Vuitton's** menswear Resort 23 show featured painted leather in futuristic designs.

Influencers and celebrities, such as **Bella Hadid**, channel **Hells Angels** energy, with vintage biker jackets and leather trousers, while **checkboard patterns** continue to inspire **homeware print and pattern**, seen in **Nathalie du Pasquier's** checkerboard tiles in collaboration with **Mutina** at Milan Design Week 2022.

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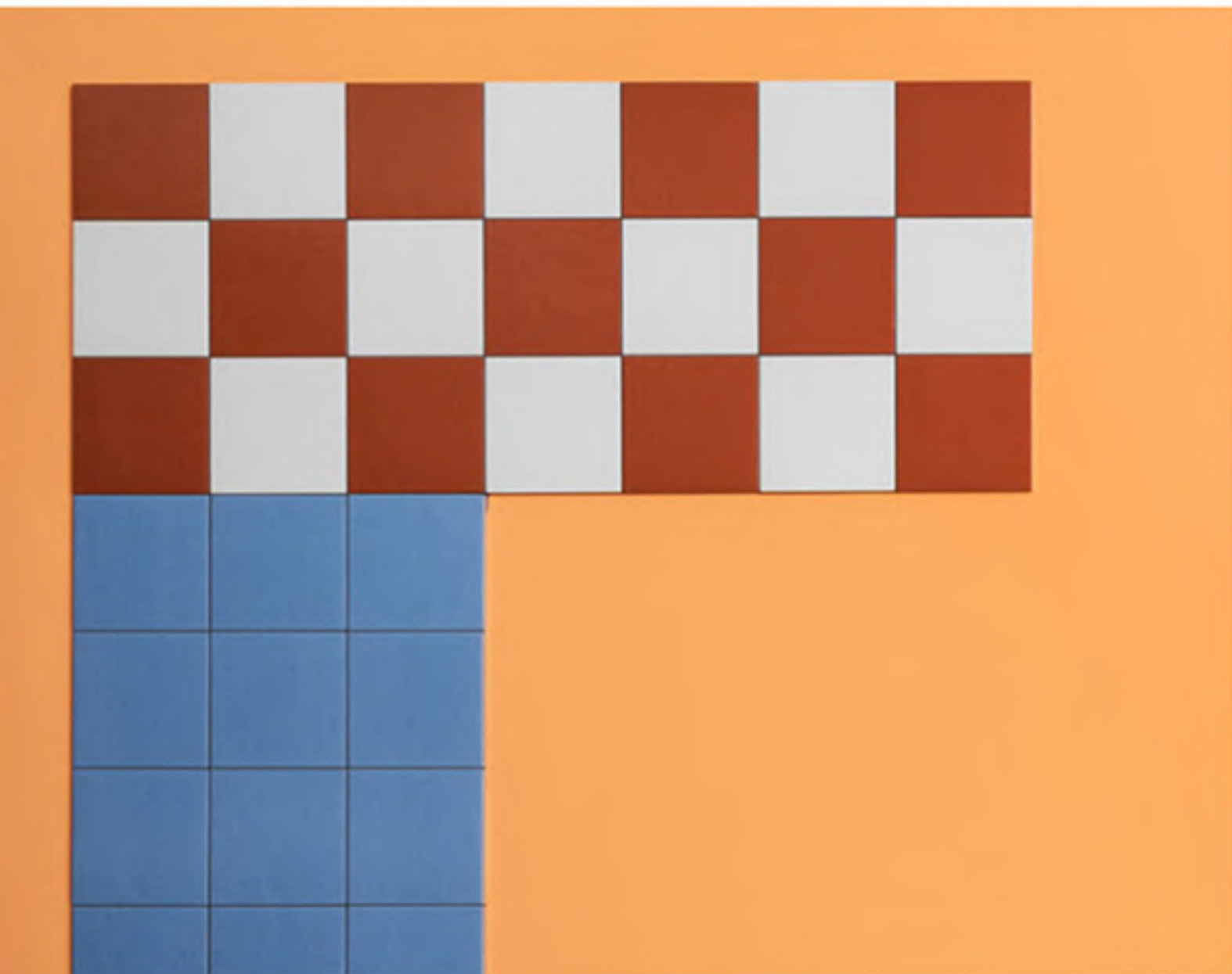
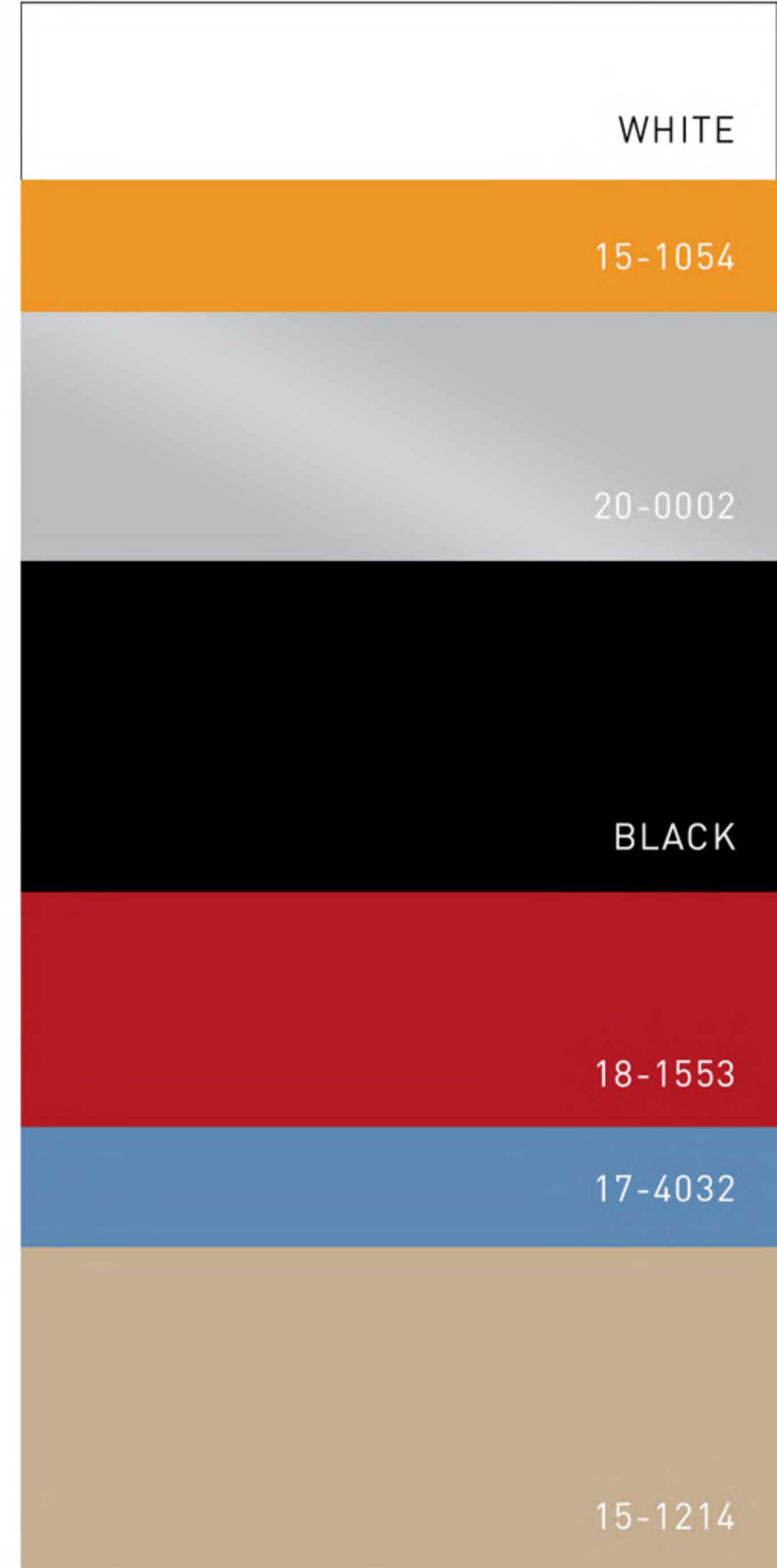
MOOD



Be inspired by new iterations of the classic biker jacket and boots for womens and menswear, and leather and checkerboard features for interiors

USP INSPIRE: BIKER CHIC

COLOUR



Be inspired by a palette of classic motorcross black, white, silver metal and adrenaline red, updated with sunshine orange, steel blue and sand