

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
POOLSIDE GLAMOUR



A **retro poolside glam** aesthetic is emerging, inspired by **Palm Springs** getaways and photographer **Slim Aarons**, influencing **womens, mens, swimwear, beauty** and **lifestyle**.

Recent **Skims** campaigns have adopted a nostalgic 70's feel with "a collection that captivates from cabana to club", including retro glam beauty looks of bold turq eyeshadows, extreme bronzing and big hair.

Miami-style interiors and exteriors have also been popular on the fashion scene. **Paco Rabanne's** Resort 23 collection was shot against a surreal poolside backdrop and **Phillip Plein's** against vivid pink and palm trees. **Tommy** and **Dee Hilfiger's** new Palm Beach pad provides a contemporary take on the look, with Mediterranean and Moorish influences.

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MOOD



Be inspired by retro beach and swimwear for womens and mens, nostalgic glam beauty looks and Palm Springs style Mid Century architecture

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COLOUR



Be inspired by a palette of swimming pool and oceanic turqs, sand and palm green, with glamorous pops of sparkling silver and Barbie pink