

UNIQUE STYLE PLATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
WEIRD GIRL





The **weird girl aesthetic** is the latest TikTok fashion and lifestyle trend, seen regularly on Gen Z influencers such as the **Hadid** sisters and **Ella Emhoff**.

It has been described as “anti-fashion” - mismatching accessories, mini skirts, fluffy details, knitted pieces and clashing textures. It combines references, nodding to teenage nostalgia, *Harajuku* fashion (a style that mixes a wide set of sub-cultures within Japanese fashion) and the recent rise of youth brand **Heaven by Marc Jacobs** that embodies the grunge maximalism of the 90's.

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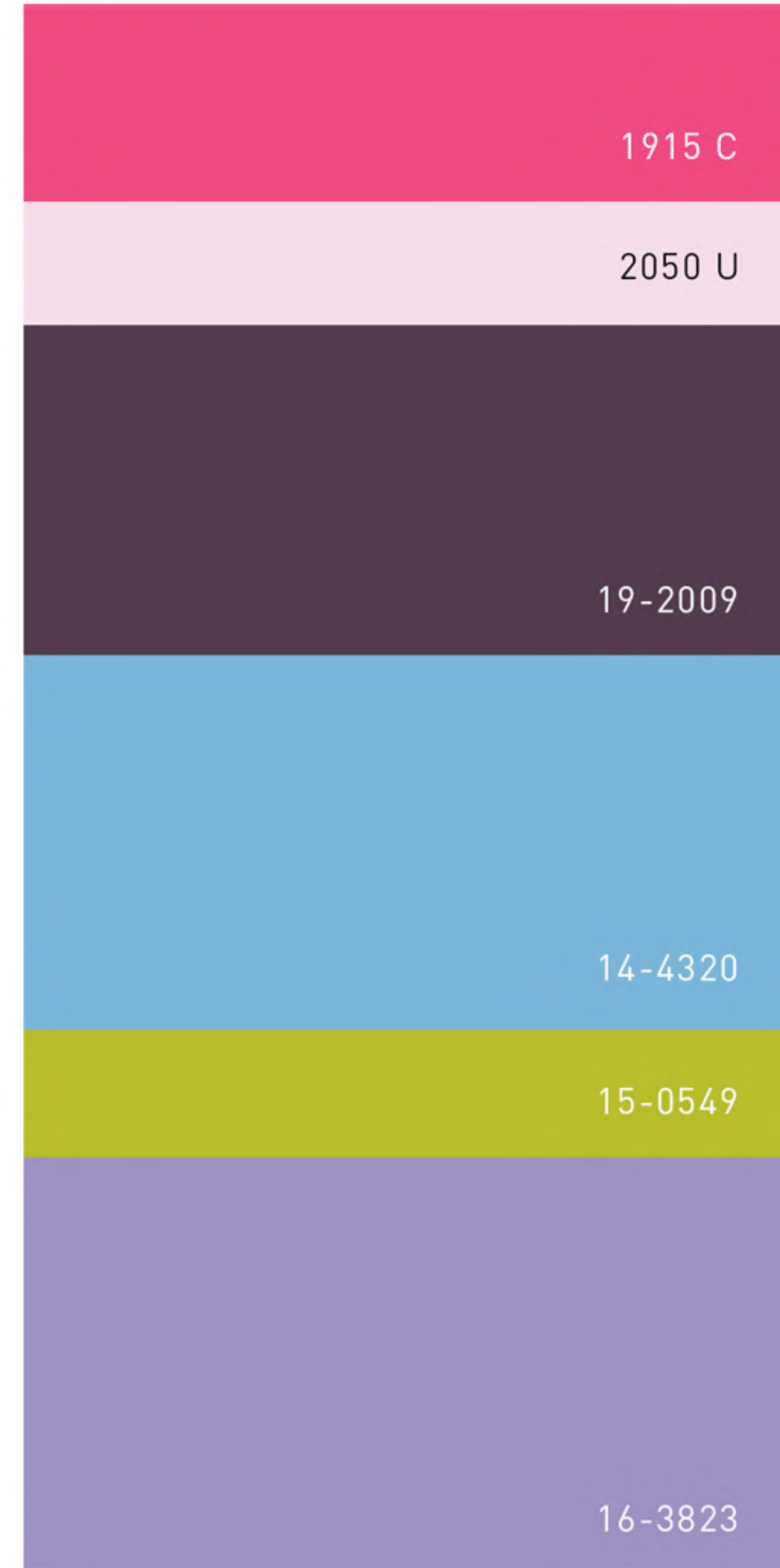
MOOD



Be inspired by nostalgic, off-beat, clashing fashion for womenswear and gender-fluid looks, kitsch accessories and chaotic but playful interiors

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COLOUR



1915 C

2050 U

19-2009

14-4320

15-0549

16-3823

Be inspired by a palette of lilac, mulberry and sky blue, with light petal acting as a neutral and clashing pops of plastic pink and acidic lime