

UNIQUE **S**TYLE **P**ATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
CLEAN SKATER



Skateboarding styles continue to influence both mens and womenswear trends, as skaters are named “the original street style gods”, but contemporary styles are becoming more clean-cut, in contrast to the original grunge aesthetic.

In footwear, **Vans** has recently launched collaborations with Australian brand **Emma Mulholland on Holiday** and the creative collective inspired by post-punk and skateboarding, **Brain Dead**.

Gucci invited skaters **Nora Vasconcellos** and **Dede Lovelace** to the launch event of their **Adidas** collab, further merging the fashion and skate worlds.

Set to open in October, the **Design Museum** will show the first exhibition looking at how skateboards have evolved from the 1950s to now. **THE SKATEROOM**, a social entrepreneurship project combining art and skateboarding, brought its one-of-a-kind decks to **HBX**, **Hypebeast**'s new flagship store in New York City.

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MOOD



Be inspired by a contemporary take on skateboarding style, with oversized but pared-back looks elevated by fun graphics and slogans

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COLOUR



Be inspired by a palette of urban tones; light and dark denim shades, concrete grey and grunge greens against a clash of traffic cone orange