

UNIQUE **S**TYLE **P**LATFORM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
GROW YOUR OWN





The natural world continues to inspire fashion and design, with a '**grow your own**' approach influencing material, print and colour.

Loewe collaborated with 'horticulturist' **Paula Ulargui Escalona** on garments sprouting grass and moss, and have centred recent campaigns around giant pumpkins and other veg, similar to **Ganni's** new collaboration with **Levi's**.

Collina Strada's S/S 23 show, held at the *Brooklyn Greenway* in New York used a nature-inspired '**farm to table**' approach for both fashion and beauty, with flushes of colour applied to lips and cheeks with washes of real beets.

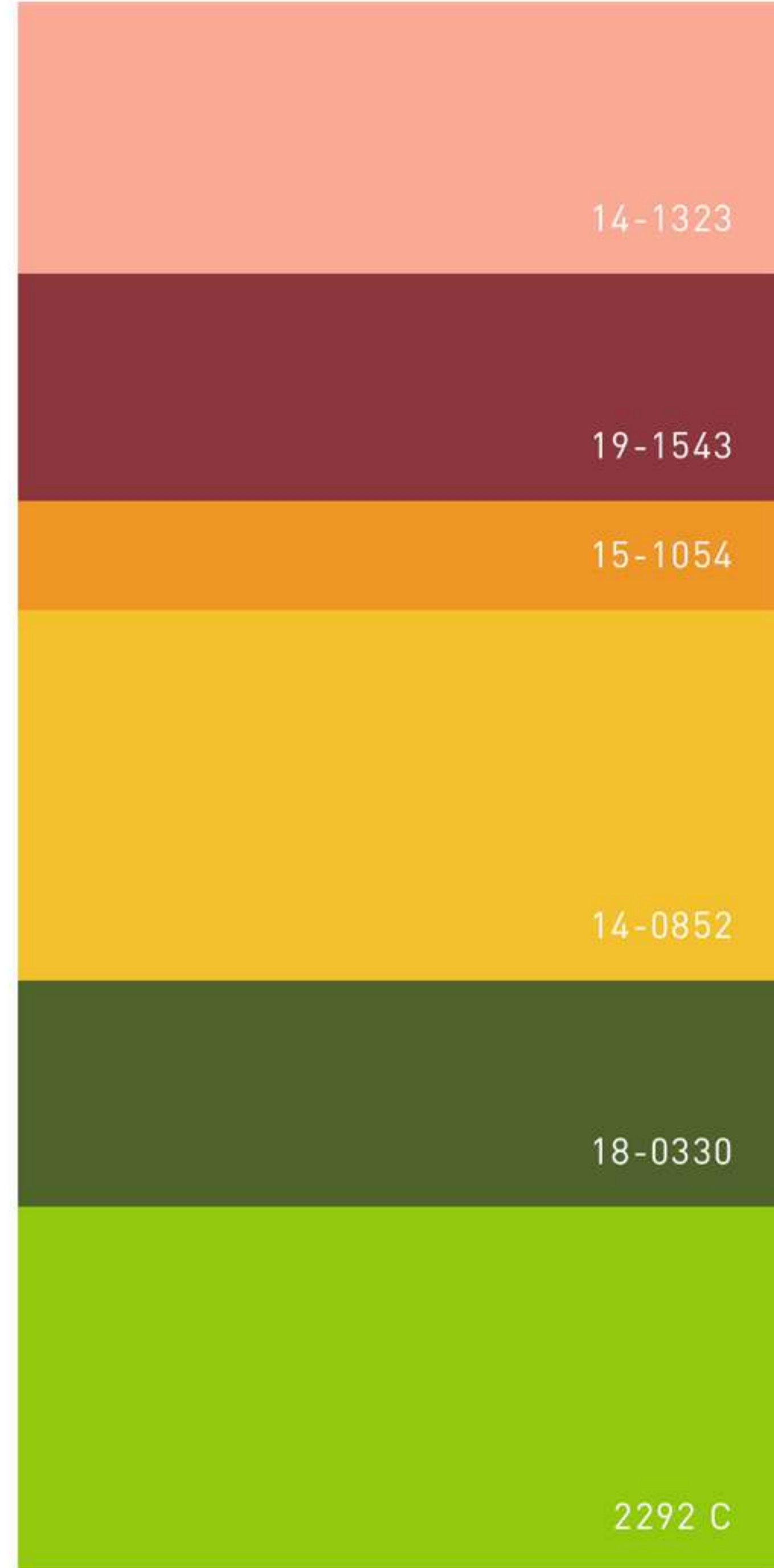
Researchers at the **University of Virginia** have invented a method of 3D printing with seed-infused soil, which could be used to create buildings teeming with plant life.



Be inspired by fashion and design that encourages a connection to the natural world, through print, imagery or physically embedded seedlings

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COLOUR



Be inspired by a palette that nods to the natural world, with tones of beetroot, sunflower, soft peach and fresh green shades