

UNIQUE STYLE PLATFORM

ESSENTIAL INSPIRATION FOR CREATIVE MINDS

JACQUEMUS

USP INSPIRE:

PILLOWTALK



As consumers seek **comfort** and **security** from their homes and what they wear, designers and creatives are influenced by **cushions** and **pillows**, creating a **soft** and **cosy** mood.

Dutch studio **AMO** used pillows to form the display stands and line the walls of the new **Jacquemus** boutique in Paris, while rounded and cushioned silhouettes continue to be key for furniture and upholstery.

In fashion, pillowy textures offer a new take on winter padding, also informing soft yet practical footwear and accessories.

USP INSPIRE: PILLOWTALK

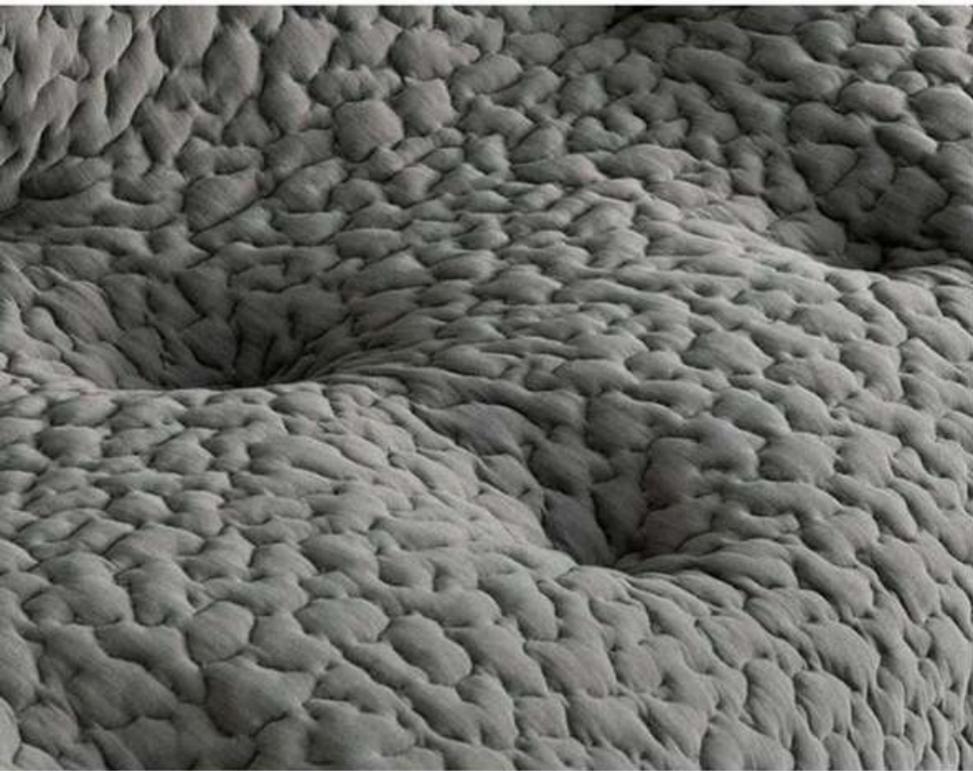
MOOD



Be inspired by a cosy and cushioned mood, with soft yet functional fashion and accessories, matte textures, and hard-meets-soft surfaces

USP INSPIRE: PILLOWTALK

COLOUR



Be inspired by a palette of tonal neutrals, such as cotton, linen, stone and concrete, while pops of bubblegum and chartreuse add interest