

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



**USP INSPIRE:**  
APRÈS-SKI





As jetsetters and influencers hit the slopes for **ski season**, stylish, yet wearable skiwear becomes sought-after.

In popular locations, such as the notorious Aspen, US, celebrities such as **Kylie and Kendall Jenner** and **Hailey Bieber** are spotted in head-to-toe **après-ski attire**, pairing sophisticated looks with snow boots and super sized outerwear.

Designer brands are also jumping on the cosy, winter style hype, with **Emilio Pucci** showcasing their *La Famiglia* capsule in collaboration with technical skiwear brand, **Fuslap**, where the brands travelled to *St. Moritz* to celebrate the Pucci ski tradition. Other brands include **Gucci** and **Adidas** joining forces to create their second collaboration, this time focusing on a range of snow-ready apparel.

Secondhand and vintage store, **Beyond Retro**, have launched their retro skiwear pop-up line, *House of Ski*, in *Coals Drop Yard, Kings Cross*, from 10th January to 28th February, ready to help customers get Alpine ready, sustainably.





Be inspired by a cosy, yet luxe vibe in retro-style après-skiwear. Wear fluffy, powdery knits with playful accessories for an Alpine aesthetic



# USP INSPIRE: APRÈS-SKI

# COLOUR



18-0422

15-6313

12-0717

14-4124

16-4134

18-1660

Be inspired by a palette of fun winter brights, as lipstick red, cornflower and ice blue are mixed back with butter yellow, sage and Alpine green