

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

USP INSPIRE:
CANDY HEARTS



To celebrate **Valentine's Day 2023**, fashion, lingerie and beauty brands are leaning into a **hyper-feminine, girly aesthetic**, combining **heart motifs** with a pastel hued **candy colour palette**.

Kim Kardashian was inspired by her love of *White Lotus* for the latest **Skims** campaign, with two of the stars from the hit show captured in the playful pink Valentine's Day collection.

Fun brand collaborations are also being used to appeal to consumers. **Lisa Says Gah** have worked with LA-based label **Kitten** on a new candy heart custom print tank. Lingerie brand **Parade** have launched their "sweetest collab ever" with **Smarties**, and **For Love and Lemons** have teamed up with **Victoria's Secret** on a romantic lingerie collection and a campaign starring **Barbara Palvin**.

USP INSPIRE: CANDY HEARTS

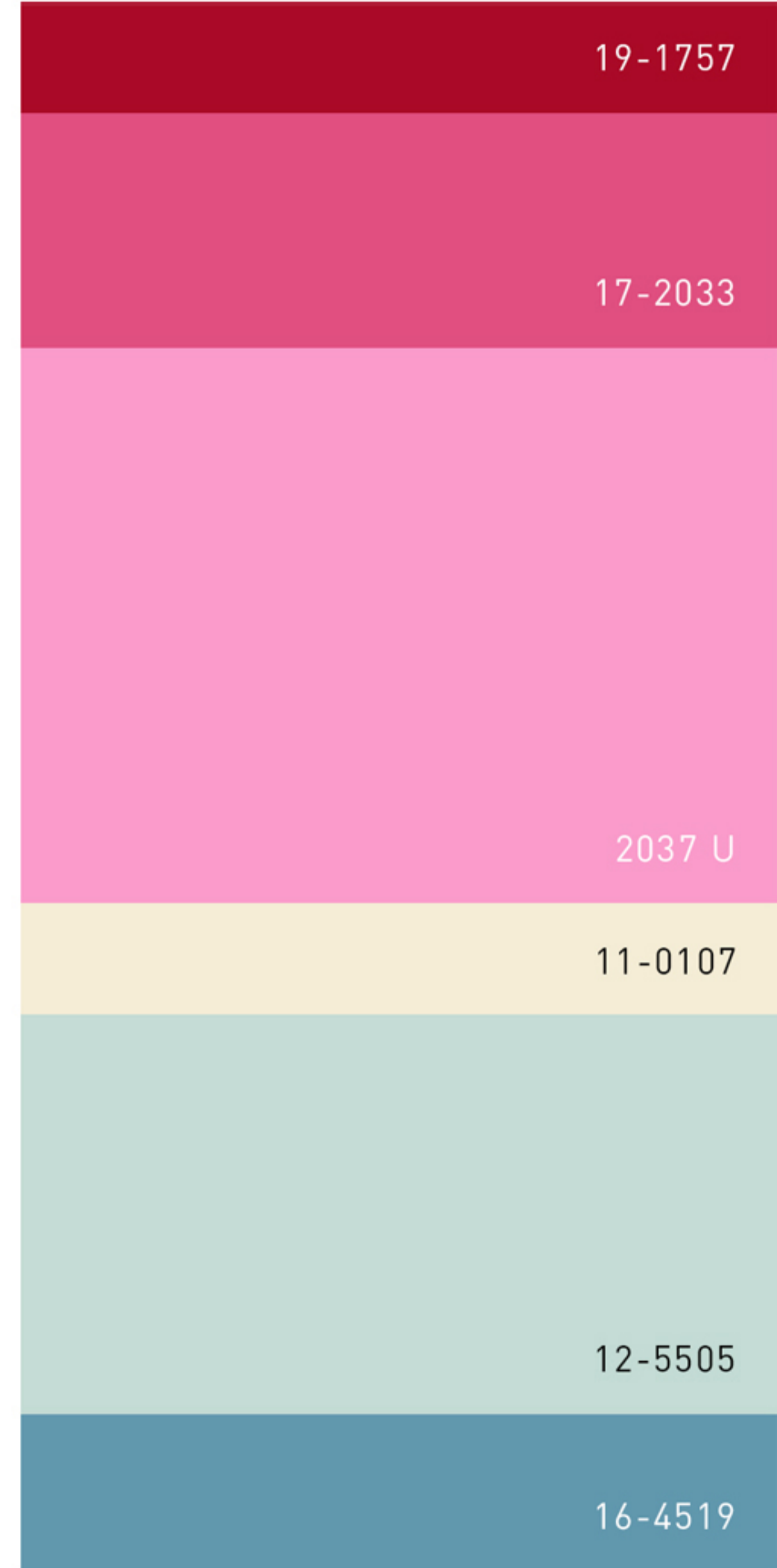
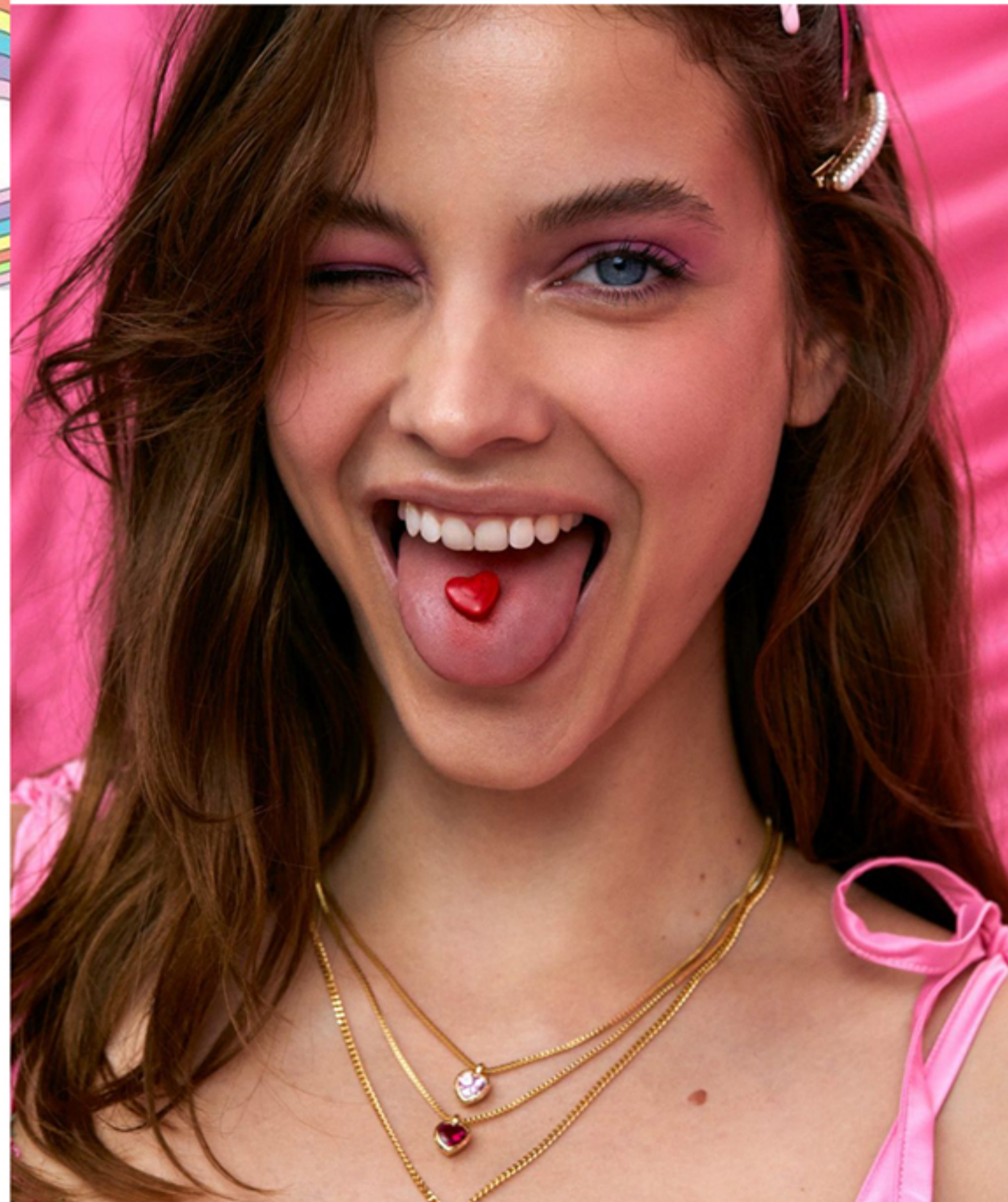
MOOD



Be inspired by super sweet lingerie, loungewear, make-up and skincare that combine heart motifs with a playful take on modern femininity.

USP INSPIRE: CANDY HEARTS

COLOUR



Be inspired by a candied palette of romantic pinks, such as bubblegum and fuchsia, with lipstick red, vanilla, peppermint and faded blueberry