

'Wyld, What You Love Doing' – Campaign Story Rewrite

Hey honey,
Take a walk on the Wyld side.

The collection of your pastel dreams, 'Wyld, What You Love Doing' is for the entirely unconventional, impossibly romantic and charmingly carefree woman.

Introducing new cult items and old favourites in exciting new colourways, this collection features universally flattering whites, delicate tones of powder pink, fresh hues of lilac and whimsical paddle pop tie-dye reminiscent of childhood summer sweets.

The ultimate wardrobe essentials for the modern woman, Wyld combines comfort and style, offering flirty halter necks, open-backs and spaghetti straps in the softest silk, cotton and knit. We recommend pairing these pieces with glowing skin, a magnetic smile and unfiltered confidence.

With you as our muse, this collection encourages you to channel your inner poet and romanticise the everyday. Wyld captures the infinite magic of the little things- think dappled sunlight, forehead kisses, fluffy clouds, hand-picked wildflowers and rose-tinted cheeks.

Breezy and light, Wyld is about bringing out the free spirit in you. For daydreaming, dancing arm in arm with your closest friends, soaking in the sun's warm rays and holding hands beneath a fairy floss painted sky.

A timeless love story between you and your Wyld side, Wyld encapsulates doing what you love- and looking damn good while you're doing it.

Created for chasing dreams, pursuing passions and being unapologetically you.

Because why shouldn't you be your own muse.

Made with love,
Isabelle Quinn x