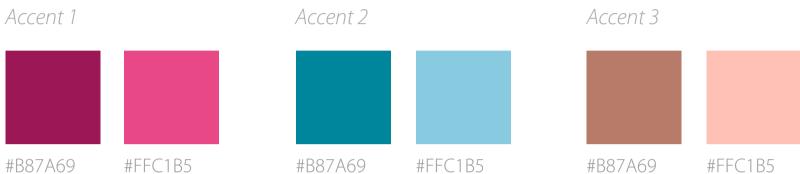
Colour palette & icons



Soft greys

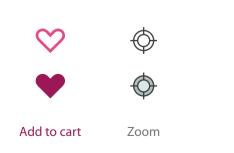


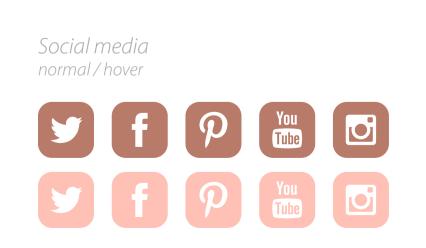






Product icons normal/selected





Banner imagery

Post a Hug

Messages

Inspired by love songs and love letters, the headlines feature recognisable quotes, with 'Hug' replacing the word 'love'

"I Hug you very much"
"Hug me tender"
"True Hugs forever"
"Hugs n Kisses"
"Can you feel the Hug?"













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option a

It feels good to receive a Hug "Feel the love" Natural lifestyle photography













option b

"I love my Hug"
Isolated 'dreamy' shots of recipient
Fashion photography





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STYLE SELECTOR Most Popular Recipient

Personality



Pattern



Colour



Fabric



Help me choose



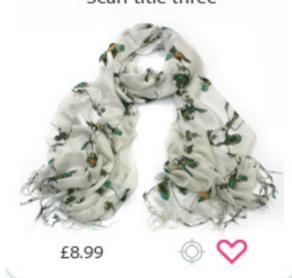
Scarf title one



Scarf title two



Scarf title three







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Personality



Pattern



Colour



Fabric



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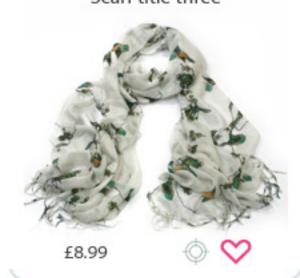




Scarf title two



Scarf title three







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