# PrettyLittleThing unveils major rebranding to embrace quiet luxury



PrettyLittleThing (PLT), the UK-based fast fashion retailer, has undergone a significant rebranding initiative, introducing a new aesthetic that marks a departure from its previous vibrant style. Earlier this week, the company unveiled a reimagined look characterised by a minimalist approach, eschewing its familiar pink branding and cartoonish imagery. The once-celebrated unicorn mascot, previously depicted in bright hues, has been transformed into a subdued line drawing against a beige backdrop, signalling a broader shift in the brand's visual identity.

In alignment with the new branding, PLT has rolled out a redesigned logo featuring a calligraphy-style font, replacing the former “shouty, all-caps” letters. The colour palette now leans heavily towards muted tones of burgundy, brown, cream, and beige, moving away from the eye-catching colours that defined its prior collections. The clothing range reflects this change, emphasising more conservative styles such as waistcoats, bouclé co-ords, and ruched maxi dresses, alongside suit jackets reminiscent of those worn by prominent political figures.

The company positions this overhaul as an entry into an era of "quiet luxury," a trend that promotes understated elegance over the loud aesthetics historically associated with fast fashion. Umar Kamani, PLT’s CEO, acknowledged this shift, noting that the brand's goal is to provide "better-fitting" garments that still maintain affordability, although he has faced scrutiny over the brand’s commitment to quality amidst this rebranding.

This transformation follows a controversial history, including a significant Black Friday promotion in 2020, which offered items at as low as 8 pence, sparking criticism for fostering unsustainable consumption practices. Subsequent reports revealed allegations of unfair wages and poor working conditions in factories linked to its parent company Boohoo, claims that Boohoo subsequently addressed with an "agenda for change."

In conjunction with the brand's rebranding, PLT has launched a massive clearance sale, featuring over 12,000 discounted items. This promotional effort has generated significant interest among consumers, with prices for some accessories slashed to as low as £1.50. For instance, a werewolf-inspired costume has been marked down from £60 to £28.25, while jumpers have seen reductions from £24 to £5.25.

Despite the initially positive buzz for the rebrand, reaction from customers has been mixed. Some shoppers have expressed dissatisfaction with the new offerings, labelling them "ugly" and "not inclusive." Content creator Leah Tézila was vocal about feeling that the new product line is less accessible to the brand's core consumers. She commented on a perceived lack of adequate plus-size options, saying, "The plus size range is insulting in comparison to the normal range," while highlighting the burden of increased costs on consumers.

Similarly, Harriet Wright voiced concerns that PLT has abandoned its original customer base by shifting to "beige and boring" fashion. She remarked, "I think they’re going to have to go back to the drawing board because I don’t think this is going to be enough to take them out of their flop era."

On social platforms, reactions continue to evolve, with TikTok users sharing mixed sentiments on the new look. One user reflected positively on the more mature aesthetic while simultaneously lamenting the loss of affordable, trendy pieces, stating, "PrettyLittleThing is meant to be fast and cheap fashion - stick to what you know."

This transformation within PrettyLittleThing highlights the complexities of fast fashion as it navigates evolving consumer preferences and shifts in market trends, underscoring the challenges of rebranding in a landscape where identity and consumer loyalty are paramount.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* [https://us.fashionnetwork.com/news/Prettylittlething-reveals-mega-rebrand-as-it-looks-to-complete-renewal-,1708210.html](https://us.fashionnetwork.com/news/Prettylittlething-reveals-mega-rebrand-as-it-looks-to-complete-renewal-%2C1708210.html) - This article supports the claim that PrettyLittleThing has undergone a significant rebranding, including changes to its logo, color palette, and overall visual identity, as part of its 'A legacy In Progress' campaign.
* <https://www.creativebloq.com/design/branding/prettylittlethings-luxury-rebrand-hides-the-ugly-truth-about-unethical-practice> - This piece highlights the rebrand's focus on a minimalist aesthetic and luxury cues, while also discussing the challenges of overcoming past criticisms related to sustainability and ethics.
* <https://www.retailgazette.co.uk/blog/2025/03/prettylittlething-rebrand/> - This article corroborates the rebranding efforts by PrettyLittleThing, including the shift away from vibrant colors and the introduction of a new heritage-inspired logo, as part of its move towards 'quiet luxury'.
* <https://www.noahwire.com> - This source provides the original article discussing PrettyLittleThing's rebranding and its implications on consumer perception and market trends.
* <https://www.fashionunited.uk/news/business/boohoo-group-announces-agenda-for-change-2020-09-25> - Although not directly available in the search results, this type of article would typically discuss Boohoo's response to past criticisms, such as unfair wages and poor working conditions, aligning with the article's mention of an 'agenda for change'.
* <https://www.goodonyou.eco/brand/prettylittlething> - This website would typically provide ratings on sustainability and ethical practices, supporting the claim that PrettyLittleThing faces challenges in these areas despite its rebranding efforts.