

STYLE YOUR LIFE

Life is all about choices.

The all-new Hyundai Kona lets you
make the most of yours.

So what's your style ID?



ELLE

IN PARTNERSHIP WITH



STYLE ID: **BOLD**

Unafraid and playful, your style makes a statement

as strong as your personality. Confident and daring,

you are the shining light at every party.



Cover image, left to right: Top and trousers, Maggie Marilyn, hoop earrings, CF Concept, and shoes, stylist's own. Bomber jacket, Coach, trousers with contrast stripe, Ermanno Scervino, top (just seen), Tibi, and shoes, Pierre Hardy. Dress, David Koma, and boots, Aldo
This page: Yellow top, Solace London, orange printed skirt, Issey Miyake, and leather shoes, Neous
Hyundai KONA, optional Head-Up Display and supported with Apple CarPlay™ and Android Auto™

STYLE ID: **MODERN**

Ahead of the curve, you create rather than



*follow trends. Sleek, chic and sophisticated, you
have your finger on the cultural pulse of your city.*

Grey dress, Cos, leather shoes, Tibi, earrings, Carolyn Colby, and silver-tone cuff, Edge of Ember
Hyundai KONA, optional Head-Up Display and supported with Apple CarPlay™ and Android Auto™

STYLE ID: **ACTIVE**

Nothing keeps you down. Fresh, sporty and energetic,

your style is powerful, strong and dynamic.



You are an inspiration to those around you.

Puffer jacket, Lenki Lenki, patterned vest, David Koma, leather trousers, Vince, and sandals, Melissa
Hyundai KONA, optional Head-Up Display and supported with Apple CarPlay™ and Android Auto™



BOLD

Confidence comes in many forms, but your personal style must surely be one of the best ways to express it. Bright colours and bold patterns will always turn heads – but the car you drive says as much about you as any other aspect of your lifestyle. From its statement cladding to the eye-catching sweep of its headlights, the new KONA compact SUV will put you at the centre of the action, wherever your day takes you – which is exactly as you'd expect from a car as stylish as you are.

MODERN

If, as the old adage goes, what you wear is a reflection of your personality, it makes sense for that to extend to what you drive as well, right? Modern in every sense of the word, the clean lines and chic minimalism of the new KONA might just qualify as the ultimate accessory for any discerning fashion-forward girl about town on its sleek good looks alone – but its appeal runs much, much deeper than that. Inside, the vehicle is fitted with HUD (Head-Up Display), among a host of other tech-savvy features to see you through any journey in comfort and style.



Velvet jacket and trousers, Altuzarra, top, stylist's own, suede shoes (just seen), Mansur Gavriel, and hoop earrings, as before



ACTIVE

Busy urban lifestyles are always on the go. A day might take you from home to work before heading out with friends, with anything from a gym visit to an impromptu cross-town excursion in the mix in between. A compact SUV, the KONA handles everything city life throws at it with ease, giving you the freedom to explore and try new things. Whether you're off to the gym or packing for an urban adventure, do it with Hyundai KONA. For more information, visit elleuk.com/kona