

TheRealB Unveils 'Maison of Jacquard' — A Modern Reimagining of an Iconic Weave

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TheRealB's latest collection, *Maison of Jacquard*, is a celebration of one of fashion's most storied textiles — the jacquard weave. Reimagined through a modern, minimalist lens, the collection beautifully marries artisanal heritage with contemporary sophistication, presenting silhouettes that are as versatile as they are timeless.

"At the heart of Maison of Jacquard lies intricate hand-embroidery and embellishment, layered delicately over the jacquard weave," says Binal Patel, founder of *TheRealB*. What was once associated with ornate, heavy ensembles is now reinterpreted for today's global aesthete — lighter, tactile, and effortlessly wearable.

The collection revisits the brand's signature **Nigella flower motif**, thoughtfully integrated across both menswear and womenswear. "Each garment moves beyond surface design to highlight a dialogue between fabric and craftsmanship — where weave, motif, and embellishment become inseparable," Binal adds.

For women, the edit introduces fluid occasion wear — hand-embellished midi dresses, structured co-ord sets, and draped silhouettes — while menswear offers jacquard shirts, overshirts, and tailored jackets that bring understated polish to festive and modern wardrobes alike.

"It's a versatile collection that moves effortlessly through seasons and settings," shares Binal. "Emerald knotstrap minis are perfect for festive brunches, embellished evening pieces for soirées, and pastel co-ords for resort escapes."

With a palette of ivory, blush pink, butter yellow, emerald, and pastel blue, Maison of Jacquard captures both the freshness of the holidays and the permanence of investment fashion.

Rooted in *TheRealB*'s philosophy of creating **timeless yet globally relevant designs**, the collection embodies slow luxury and fabric innovation. "Each piece speaks to those who appreciate quiet statements of design, detail, and authenticity," Binal concludes.

Comprising **over 35 menswear and womenswear looks**, *Maison of Jacquard* is exclusively available at <u>therealb.in</u>. Designed for modern aesthetes aged 25–40, it marks a new chapter in the brand's evolution — where tradition meets tomorrow.

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