

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 knot-strap 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 therealb.in. 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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