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TheRealB

MAG

***TRENDS
TO LOOK OUT***

FOR IN SUSTAINABLE FASHION

INSIGHTS

FROM DESIGNER & FOUNDER

BINAL PATEL

**BOSS BABE
PICKS!**

***A look at the
COLOUR TRENDS OF
THE SEASON***

Sustainable materials

that make up our ethical wardrobe.

Lately, people are changing their buying decisions to create a cleaner environment through the garments they wear. Hence they are focusing more on sustainable fashion. Sustainable fashion refers to clothing that is designed, manufactured, distributed, and used in environmentally friendly ways. Here are a few sustainable fabrics that brands are using to change the game.

HEMP

It is one of the most eco-friendly natural fabrics as its growth is healthy for the soil and requires much less water. It's considered a carbon-negative raw material because it absorbs CO2 from the atmosphere.

"Be the change you want to see in the world."
Mahatma Gandhi

ORGANIC COTTON

It is one of the most natural fabrics out there. It's grown without pesticides and artificial fertilizers and processed with no chemicals.

RECYCLED COTTON

It is manufactured using either post-industrial or post-consumer waste. Recycled cotton limits the fashion waste from ending up in a landfill.



Colours to dazzle in this season!

The colour palette has had a long-standing, energetic relationship with the fashion industry. Colours make us feel comfortable and keep us forever-in-vogue. This season's colours are here not exclusively to lift our mood but to give us a boost of confidence.



The autumn colour palette has kickstarted the season, but it seems to go on to warm tones of copper, gold and brass, depicting the shades of bread-baking being the colour of the season.

It offers genuine versatility, working splendidly for multiple collections. It can look both energetic and vogue, making it ideal for partywear and loungewear collections. As seasons become more unpredictable and fashion styles incorporate rapidly, this colour will have huge commercial appeal.



Identified as the counterbalanced colour, it dials down the season's more striking shades. It's an optimal partner for a variety of colours and accentuates moderation when used all alone.

Fluid communication of colours through fashion, prints and silhouettes!

Binal Patel's BOSS BABE PICKS!

They say you should dress for the job you want, not for the job you have, and we agree. Whether you're a businesswoman or work in the corporate world, what you wear and how you wear it makes a difference. Let's take a look at Binal Patel's Power looks!

EASY MODERN LOOK



High waist pants with pleated sleeves top is an elegant silhouette. Celebrities like Kim Kardashian and Jessica Alba have slayed a similar easy modern look.



UTILITARIAN STYLE

A jumpsuit featuring a plunging V neckline is the choice of many celebrities. Jenifer Lopez and Natalie Morales have been seen making an impression at the award show with a similar look.



ONE-OF-A-KIND LOOK



A relaxed design makes it look effortlessly flattering and makes you feel like a boss babe. Kendall Jenner and Hailey Bieber have been a style inspiration for this classic look.





“Never before has there been such an exciting time for fashion! Between natural fibres and sustainable synthetic fibres, the best sustainable clothing brands are continuously experimenting with sustainable textiles. So fill your wardrobes with eco-friendly fabrics that also feel luxurious on your skin.”

BINAL PATEL,
founder of
TheRealB