

3<sup>RD</sup> ANNIVERSARY 2023 | EDITION 021

# TheRealB

## MAG

CAFECORE  
TAKES OVER  
HOMES

FROM VISION  
TO VOGUE

RUNWAY TO  
REALITY

BOLLYWOOD  
HEARTS US

2024  
WHAT'S IN,  
WHAT'S OUT





# THEREALB'S STYLISH SOIREE TURNS THREE

Visionary at Play: Binal Patel set the stage, dreaming of a brand that's chic, bold, and perfectly Instagrammable. TheRealB was born – a blend of glamand grace.



Our squad, vibing on creativity, hustles day and night. We're not just a team, we're a vibe, turning dreams into reality.

## SIGNATURE COLLECTIONS

15+ jaw-dropping collections that caught everyone's eye. From the 'Wandering' adventures to the sultry vibes of 'Stardust,' each piece became a mood.



WANDERING



STARDUST



GARDEN PARTY



LABYRINTH

We made waves on the global stage of NYFW and PFW - strutting our designs and turning runways into our personal catwalks. Global fashion, meet TheRealB.



Shoutout to our customers, they're the real MVPs! Their love and support have fueled our passion and inspired us to reach new heights.



Iconic faces made our designs their second skin. Celebs crushing on TheRealB, because we're not just a brand; we are a lifestyle.

CUSTOMER LOVED US

CELEB FEATURES.



# STEAL THEIR STYLE

Get inspired by the stars and elevate your style with our curated collection of celebrity-approved designs.



ADITI RAO HYDARI IN ROCKAWAY CHECKERED SKIRT SET

₹28,900



SHIRYA PILGAOKAR IN MAGIC OF MANHATTAN MAXI DRESS

₹25,380



KANGANA RANAUT IN STARDUST'S BELLFLOWER MIDI DRESS

₹12,090



GAUHAR KHAN IN BROOKLYN QUEEN MAXI DRESS

₹26,800



FATIMA SHAIKH IN MIDNIGHT IN SUMMER MINI DRESS

₹28,900



HUMA QURESHI IN FREE SPIRIT LONG DRESS WITH SLIT

₹6,999



PACHI DESAI IN BRIDGETON DAYTIME ONE SHOULDER FLARE MIDI DRESS

₹18,000



YOGITA BIHANI IN BLUE SHORT TOP AND SKIRT SET

₹7,990



# A KALEIDOSCOPE INTO 2024

As we step into the dynamic realm of 2024, a tapestry of trends awaits, promising a year filled with innovation, style, and a touch of nostalgia. Let's explore ten captivating topics that will shape the narrative of the upcoming year.

## BEYOND BASICS



For 2024, accessories take a decorative turn, elevating even casual items like the #BaseballCap. Incorporating novelty and statement details updates the classic cap.

## BOUNTIFUL BOWS



Transform your home into a coffee haven! Cafecore is in the spotlight as we bring the charm of coffee shops indoors, with stylish coffee station decor and coffee bar styling.



## ALL EYES ON YOU

Seasonal updates showcase the trends of #ColourBlocking, #SuperSizedFrames, and #TintedLenses, bringing a fresh and stylish perspective to both core and fashion eyewear.



## METALLIC MELTDOWN

Cool silver tones and bold chrome dominate as melty metallics become the mainstream choice in 2024. Time to ditch the neutrals for a bolder, more hardcore look.



## CAFECORE

Transform your home into a coffee haven! Cafecore is in the spotlight as we bring the charm of coffee shops indoors, with stylish coffee station decor and coffee bar styling.

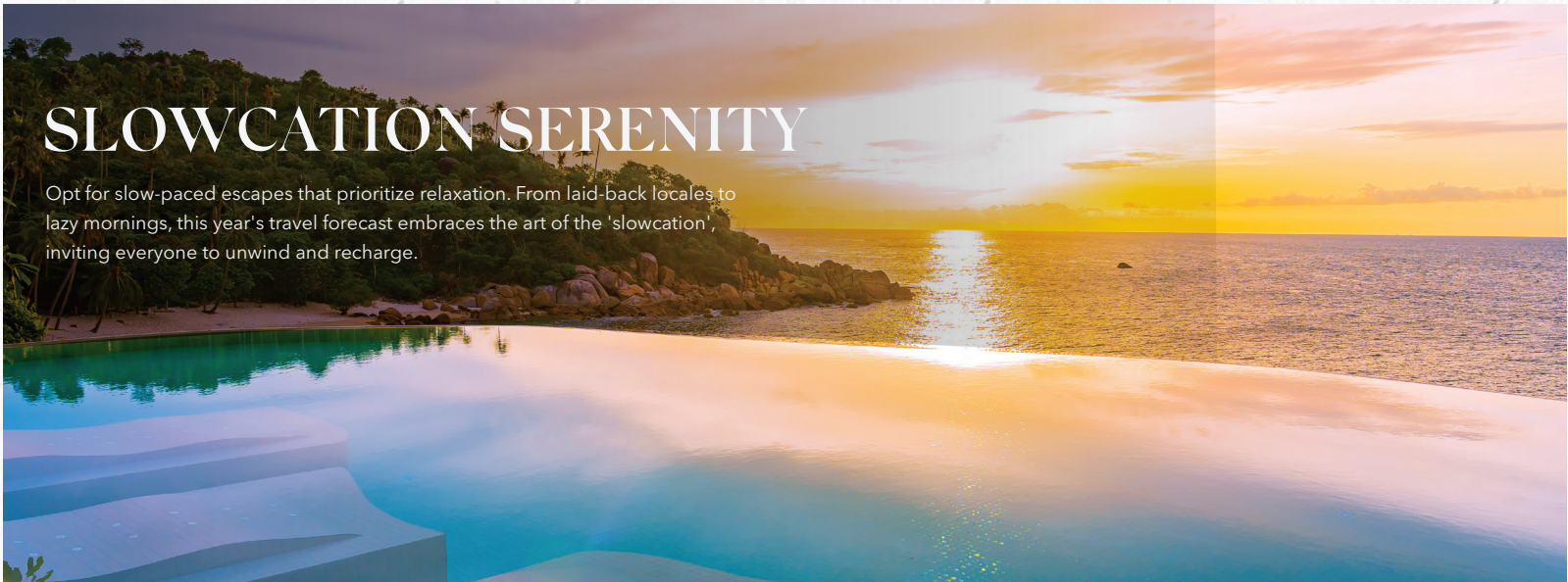
## ELEVATING BODYCARE

Welcome to a body care revolution, with a focus on indulgent lotions, at-home spa experiences, and essential SPF. This year is all about giving your body the pampering it craves.



## SLOWCATION SERENITY

Opt for slow-paced escapes that prioritize relaxation. From laid-back locales to lazy mornings, this year's travel forecast embraces the art of the 'slowcation', inviting everyone to unwind and recharge.



## BOLD BEAUTY

The 'Blue glam makeup' and 'pastel blue eyeshadow' make a vibrant return, reviving the 60s staple. The best part? This bold aquamarine hue suits every skin tone.

## GROOVE TO NOSTALGIA

Beyond funk playlists, the rise of jazz-inspired outfits, dimly lit venues, and lo-fi looks is capturing attention.







"Embarking on this sartorial adventure, TheRealB is more than a brand, it's a tapestry woven with threads of my dreams, passion, and endless determination. With every stitch, a story unfolds of creativity and the unyielding spirit that defines TheRealB. Here's to a limitless world of fashion, where each ensemble crafted is a celebration of the bold and bespoke essence that resides in every one of us."

**BINAL PATEL,**  
founder of  
**TheRealB**