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# TheRealB

## MAG

*2023 Trend  
forecast*

*Taking you to  
Victorian Era*

*Sustainability  
Bulletin*

*The future of fashion by  
Binal Patel*



# THE REAL B

*is all set to take you to the Victorian Era*

Let's have a look at Victoria The Tea Party Collection, which is here to make you fall in love all over again!

*Looks like TheRealB started 2023 in the most elite and glamorous way.*



*The ultimate definition of power and glamour with our Antagonist Princess Floral Jacquard Midi Dress. This stunning dress features a Jacquard fabric, a bustier style, a slit, and a gigot sleeve.*



*The epitome of grace in this Gathered Midi Cowl Dress with Gigot Sleeve. This floral off-white & blue falling-down Gathered dress is perfect to give you that effortless diva look.*



*Carry your elegance with an unmatched glam in this Thrilling love Halterneck Ruffled Mini Dress. This mini dress is a trendy and elegant piece that features a halterneck design and an alluring look.*



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# Sustainability bulletin

With the world running in top gear, 2023 has turned people more eco-conscious about how and where to invest their money. At the same time, brands are also being equally mindful and trying to come up with ideas and products that move towards the concept of sustainability. Looks like the customers as well as brands are now more committed than ever to making purchasing and selling decisions that impact society, the environment and the economy more positively.



## Set sustainable frameworks now

It is time to establish actionable and scalable strategies to combat climate change and create sustainable production processes.

## Create better with less

Develop long-lasting and recyclable products by collaborating with material innovators and exploring cutting-edge manufacturing processes.

## Develop sustainable solutions for mass transit

Developing ridesharing programmes with local governments and exploring alternative sources of energy for urban modes of transportation like trams and buses

## Empower consumers with trackable information

Enable consumers to trace the path of the products they purchase by providing them with sourcing and production information.

# TREND FORECAST 2023 TO HAVE ON YOUR RADAR

## THE GRUNGE FASHION



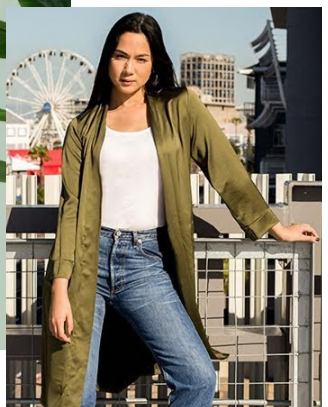
## ELEVATED EVERYDAY WEAR AND FLEXIBLE FITS



## CUT-OUTS, SHEER, TRANSPARENT LOOKS



## MODEST DRESSING



## THE NOSTALGIC DRESSING





"2023 is here, do we still care about fashion norms? Once you remove these barriers, you create an arena where anyone can recreate fashion most sustainably. Clothing is an integral part of self-image and fashion has become more fluid with gender fluidity. We should strive for a future that is genderless, raceless, nationless, and boundless. The time has come for you to start expressing your feelings precisely."

**BINAL PATEL,**  
founder of

**TheRealB**