

**Louis Philippe Presents  
‘The Royal Masquerade’ – A Ceremonial Wardrobe for Modern Men**

*A sensuous tribute to Venetian opulence – where velvet, lace, and sculpted tailoring revive the lost romance of dressing with intention.*



**Bengaluru, November 18, 2025:** Louis Philippe, India’s leading premium menswear brand from Aditya Birla Lifestyle Brands Limited, introduces ‘The Royal Masquerade’ – a ceremonial, couture-influenced collection that

transforms the romance and intrigue of Venetian masquerade culture into a bold, modern language of luxury dressing. More than an ode to an era, it is an invitation to reclaim ceremony, sensoriality, and self-expression through meticulously crafted fashion.

In a world where we believe in grandeur, 'The Royal Masquerade' embraces the poetic theatre of 17th- and 18th-century European soirées – where velvet runways, candlelit salons, and masked revelry became spaces for identity, power, and allure. Louis Philippe reimagines this spirit for today's discerning dresser, fusing sculpted tailoring with texture play, jewel-tone palettes, and couture-grade details designed for the contemporary ceremonial wardrobe.

A palette of emerald, midnight sapphire, ruby lacquer, ivory silk, and molten gold anchors the collection, infusing each piece with quiet drama and movement. Architectural tuxedo jackets, layered ceremonial shirts, and impeccably cut three-piece suits define the silhouette story – each engineered to command presence with restraint, sophistication, and subtle theatre.

Luxurious Giza cotton, rich velvets, and fluid Tencel blends form the foundation of the collection, while baroque jacquards, filigree lace, tonal embroidery, and sun-god accents elevate craftsmanship to couture-adjacent finesse. Shirts feature romantic lace plackets, ruffle-detailed collars, and ornamental motifs – subtle yet striking expressions of artistic decadence. Tailoring remains sharp and structured, softened with satin and pearl-finish lapels, tactile textures, and artisanal accents that move with light and emotion.



Speaking on the launch, **Anil S Kumar, Chief Business Officer, Louis Philippe**, said, *"The Royal Masquerade is a celebration of modern royalty – not defined by lineage, but by individuality and intention. It honours the craft*



*and ritual of dressing well, not through excess, but through refinement, character, and timeless confidence. This collection invites men to step into moments that feel extraordinary – to wear emotion as much as elegance.”*

The collection presents four defining mood stories – Midnight Masquerade, Cherry Lacquer Luxe, Sage Sovereign, and Gilded Ivory – each championing layered luxury and restrained opulence. Finishing touches – sculptural bow ties, pearl-edge cravats, enamel brooches – complete the ceremonial narrative with a whisper of old-world charm.



Anchoring the line is Gods & Kings, a premium capsule envisioned as “ceremonial wear fit for royalty.” Crafted in 100% cotton and cotton-Tencel blends with Silk Protein and Liquid Ammonia finishes, this segment brings couture-like touch and luminosity to everyday celebration wear, starting at ₹3,499.

With 'The Royal Masquerade', Louis Philippe redefines ceremonial menswear for a new era – where heritage meets audacity, softness meets structure, and elegance returns with sentiment and soul. This is fashion that doesn't just dress the moment – it heightens it. Where every detail is a quiet proclamation of charisma, craft, and contemporary regality.

The Royal Masquerade collection is available at Louis Philippe stores across India and online at [www.louisphilippe.abfirl.in](http://www.louisphilippe.abfirl.in)

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**About Louis Philippe:**

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

**About Aditya Birla Lifestyle Brands Limited:**

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of March 31, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,253 exclusive brand outlets, presence across 38,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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