

British heritage brand, Jacqmar dedicates Valentine's Day to Queen Elizabeth II with its new scarf titled 'The Crown'

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Press Release

February 2023

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90-year-old British heritage brand Jacqmar is delighted to announce the launch of a new scarf celebrating the life and service of our Queen. The scarf will be unveiled Valentine's Day, on the Jacqmar You Tube channel <https://www.youtube.com/jacqmarscarves> and simultaneously released for pre-sale at Jacqmar.com.

[Jacqmar](http://Jacqmar.com), a British-owned luxury scarf company established in 1932, is launching its newest scarf 'The Crown'. Jacqmar is dedicating this year's Valentine day to Queen Elizabeth II"

The Queens scarf depicts the Royal Crown made from red roses and dressed with English daisies. The British flag can be seen as the silk inlay, it is set on a platinum background and honours her 70 year reign. It is finished with a royal purple hand rolled edge.

When asked to remark, the Jacqmar family of subscribers who have had their preview of the 'The Crown' simply said, "It is beautiful". "We are so happy that Jacqmar is back doing what it does best"

The 90/90cm 100% pure silk scarf will make excellent celebratory gifts for wives and girlfriends, mothers and daughters, sisters and friends.

Jacqmar is enormously excited to release this scarf, a move that further builds on the reputation of an iconic mid 20th century fashion staple.

'The Crown' scarf is another design that is inescapable and an intrinsic part of the essence of Jacqmar with its continued goal of bringing women joy through designs. While creating iconic items that showcase pride and eye-catching design that is synonymous. with [Jacqmar's](http://Jacqmar.com) British heritage quality

Jacqmar is proud to launch this beautiful scarf, which is a unique collective piece, and equally to continue their legacy with many more scarf designs that can be loved and worn on any occasion.

For more information on Jacqmar and its newest collection please visit <https://jacqmar.com/>

Ends.

About Jacqmar

Established in 1932, Jacqmar is a 90-year-old, British heritage brand. On February 14th, Valentine's Day, Jacqmar is releasing its brand-new finest silk scarf in honour and dedication to the life and work of Queen Elizabeth II.

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