Timeless Fashion: 90-year-old British heritage brand launches new collection of limited-edition handmade silk scarves

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A 90-year-old British heritage brand is delighted to announce the launch of a brand-new scarf collection — with newly designed statement pieces gracing its online boutique store for the first time in decades.

Jacqmar, a British-owned scarf business established in 1932, has launched its newest collection of stylish scarves — the first new additions in more than 30 years.

Woven from the finest silks, the limited-edition, English-made Jacqmar scarf collection offers a fresh take on the brand, which was once a high fashion staple of royalty and the British celebrities of the day.

In statement colours of fuchsia, orange and navy, the latest collection celebrates the Jacqmar heritage by featuring its very first London store situated on Grosvenor Street, Mayfair.

The sophisticated statement pieces will make excellent celebratory gifts for mothers, daughters, sisters and friends.

Jacqmar is enormously excited to release the first scarf collection in more than 30 years – a move that further builds on the reputation of an iconic mid 20th century fashion staple.

The heritage of the brand is inescapable and an intrinsic part of the essence of Jacqmar. However, the approach is very much modern and forward thinking, with the ultimate goal being to bring women joy through the designs, while creating iconic items that showcase pride in Jacqmar's British heritage. This new collection of silk scarves, will introduce a new generation of customers to enjoy the quality and eye-catching design that's synonymous with Jacqmar.

Jacqmar is not only proud to re-launch with this beautiful limited-edition scarf, which is a unique collective piece, but equally excited to continue their legacy with many more scarf designs that can be loved and worn on any occasion. Two of which will be introduced in the coming weeks.

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. Jacqmar has just released its brand-new collection of finest silk scarves – the first new additions in over 30 years – which pay homage to its original flagship store in London.

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Additional Assets:
Short film showing the printing of Jacqmar scarves in the traditional way
Un Boxing of a Jacqmar sacrf

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