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.





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 18thcentury 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.abfrl.in