

naturally neutral SS19

At home.
When I'm not.





Mediterranean feel
Second skin with coloured,
high fashion denims.
Floral, linen shirt.

naturally neutral SS19

The world we are living in is getting more and more fluid. We can't really put a finger on where work ends and leisure begins.

Naturally Neutral SS19 by JadeBlue is where sharp silhouettes meet quirky touches. A lime green striped blazer, floral accents, houndstooth jackets belong to an era where you can't bracket styles into workwear and club wear. Naturally Neutral SS19 is a collection of blazers, shirts, coloured-textured trousers that encourage you to wear your style, your way. Keep it natural and neutral this spring summer.



At home.
When I am not.

On the road
I am a traveller.

Walls.
They are for painting.

Doors.
They are for opening.

Till you feel the sand on your feet.

And taste the salt in the air.

Have you really been at home?

At home.
In the world wide.



Ocean drive.

Your linen jacket just went

a bit pop with

lime green stripes.

Paired with classic white

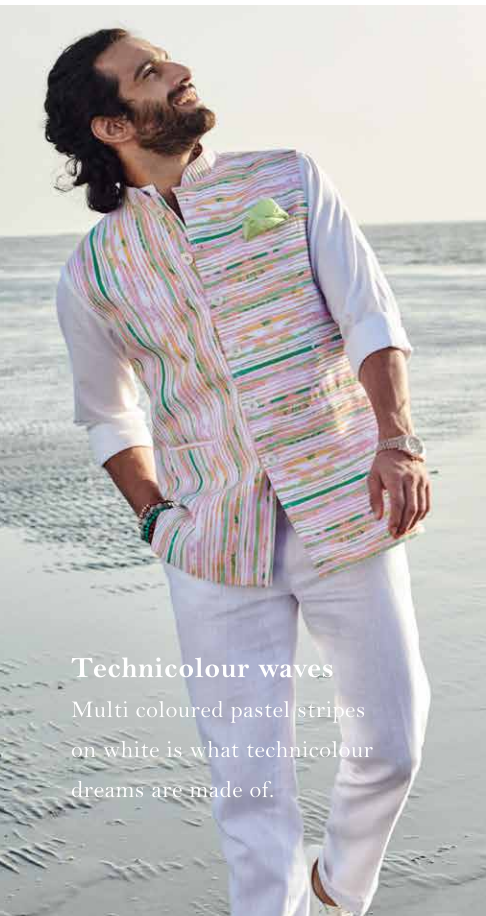
shirt and trousers.

Feet in the water kind of summer

Make your style quotient rise
with the rising mercury.

An earthy shade of
caramel brown waistcoat
adds a remarkable touch to your digitally printed
linen shirt worn over khakis.





Technicolour waves

Multi coloured pastel stripes
on white is what technicolour
dreams are made of.



Peach x Pastel x Easy breezy

Digital prints for the digital natives

Little twist & monochromes.

This year is about smart fashion and adding one little twist to the classics

like this earthy green v-neck
linen waistcoat with a cross button.

Wear it with a pastel-green cotton trouser
to create a monochrome look,
then break it with a digital printed linen shirt.

Is your mind already escaping to a faraway land?





Naturally neutral

High fashion grey denims are the season's biggest hits. Paired here with floral printed shirts.



Taste the salt in the air.

A pastel sky blue cotton trouser
is all that you need on a day out.
Cotton lycra polo tee
adds to this effortless style.



Spring on your shirt

A digital floral print linen shirt and pastel green trouser for sunny spring mornings and balmy afternoons.





Wear the ocean

Quite literally with this solid green shirt. Give the normal a break by wearing this with a blue fog cotton trouser.



White on white

Floral print linen shirt
on off-white linen trouser



Crisp blues

Colour block polo tee with
stone blue cotton trouser.

Nautical vibes

Taking the solid khaki linen blazer to the next level is this abstract print blue linen shirt and a classic white linen trouser with JadeBlue's signature cuts.





Songs of the sea

Caramel brown floral linen shirt
with khaki linen trouser.



Chequered waves

A houndstooth
checkered linen waistcoat
worn over a classic linen
white shirt and
misty blue cotton trouser.

Sand and sky
Houndstooth checkered,
beige linen blazer
with winter sky
coloured cotton trouser.



Ahmedabad: C.G. Road, SG Highway, Maninagar

Anand

Bhavnagar

Bhopal

Bharuch

Gandhidham

Hyderabad: Banjara Hills, Himayat Nagar

Indore: A.B. Road, Y.N. Road

Jamnagar

Jaipur

Pune

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Raipur

Surat

Udaipur

Vadodara

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WHAT YOU WEAR MATTERS

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