

A tartan coatdress in shades of blue, red, and yellow is displayed on a white mannequin. The background is a warm, dimly lit room with a fireplace, where a fire is burning brightly on the right side. The overall mood is cozy and elegant.

THE EMBER

THE COLLECTION BOOK
APRIL 2026

A tartan coatdress drawn from
Princess Diana's 1988 silhouette,
first seen at Chenonceau, France in November.

Open for private reservation until 30 April 2026.

Her Chosen Season

*There comes a moment when the season shifts—
and you do not wait for it to pass.*

You step into it.

*The Ember belongs to that woman.
The one who walks out while the warmth still lingers behind her—
and carries it forward.*

*Summer has not left—
but it no longer leads. And neither do you.*

You choose.

*There is a confidence in dressing for what is becoming,
not for what is ending.*

*A structure that holds you. A pattern that remembers.
Lines that do not soften you—
but define you.*

*The Ember was drawn in that moment—
when warmth no longer surrounds you,
but lives within you.*

*Inspired by Princess Diana's quiet authority,
and the way she stepped into every new chapter
fully seen, never uncertain.*

*A coatdress that does not mark the transition—
but leads it.*

*This piece does not belong to a season.
It carries what remains.*

*You are not between seasons.
You are deciding the next one.*

Welcome to The Ember.

With quiet strength,

Naïe-Eleanor



THE APRIL DESIGN

THE EMBER COATDRESS



There is a discipline to this piece.

A heritage red tartan,
cut with precision,
aligned with care.

A tailored silhouette,
clean through the body—
structured at the shoulder,
refined through the waist.

At the front,
a single-breasted closure.

Three crest buttons in antique gold—
bearing the mark of The House.
Brushed. Subtle.
Placed to carry a quiet royalty—never to decorate.

Across the chest,
a black contrast lapel.

Matte. Defined.
Returning to tartan at the collar.

At the sleeves,
black cuffs.
Uninterrupted. Without fastening.

At the back,
the structure shifts.

A softened drop in the hem—
not added, but shaped within.

An inverted pleat allows for movement—
only revealed in motion.

Inspired by Princess Diana's tailoring—
where structure was exact,
yet never rigid.

You do not step into the season.

You become the one who begins it.



THE EMBER

THE ORIGIN

First worn at Chenonceau, France.
November, 1988.

By the river Cher,
between stone and water—
Princess Diana arrived in tartan.

Red, held in black—perfect in proportion.

A coatdress by Catherine Walker—
structured through the shoulder,
falling just below the knee.

The waist defined,
the line uninterrupted.

Dark buttons, deliberate,
marking the centre.

A contrast at the chest—
framing, not revealing.

And yet, there was warmth.

This is where The Ember begins.

We kept the structure.
The discipline of the line.

We shifted the centre.

From black to gold—
buttons bearing the mark of The House.
Not to replace,
but to carry it forward.

And at the back,
the line begins to move.

A softened extension,
shaped into the coat itself.

So it follows you—
and then, quietly, remains.

Held in honour of her.



THE EMBER

THE SCENT & THE CEREMONY

There is a way things are received.

A ceremony at your doorstep—
where Princess Diana's scent arrives first.

Hermès 24 Faubourg—
once her fragrance,
now capturing a delicate transition.

Luminous at first.
Orange blossom.

Then deepening—
jasmine and amber.

A fragrance that does not end a season,
but carries it into the next.
The quiet richness of autumn.

The box is presented in calm.
Cream. Unspoken. Exact.

Inside, everything holds its place.
Quiet luxury.

Your coatdress rests within.

A heritage tartan, precise in its line.
Gold set with restraint.
Structure, undisturbed.

At the back,
the line softens.

A longer hem,
shaped to move with you.

As you lift it,
it holds its form.

The scent remains—
close,
as though it has always belonged.

What arrives is not only the piece.

It is the transition—
already yours.



**Hermès 24 Faubourg Eau de Parfum – gently tap to shop.*



THE EMBER

THE PALETTE

The Ember draws its palette from tension — red against black, softened only by the presence of gold. The earring returns to Princess Diana's — a pearl framed in gold, echoing those she wore in Chenonceaux. A clutch in black velvet sits alongside it, absorbing light rather than reflecting it, mirroring the quiet strength of the lapel and cuffs. The Louboutin pumps catch the light in contrast, remaining serene from the front — exact, refined — yet as you walk away, a flash of red reveals itself beneath, like an ember, glowing in departure. Nothing here competes. Everything aligns — held in contrast, carried in your warmth.

**Each item above is clickable – gently tap to shop.*



THE EMBER

THE COUTURE BOUTIQUE

*This is not just a coatdress. It is a moment of transition – held in form – inspired by Princess Diana.
A piece chosen not in haste, but in quiet certainty – when you no longer wait for what is next, but step into it.
The Ember is available to reserve until 30 April – for a season that does not announce itself, but is felt.
After that, she will not return – remaining only in what was chosen. And in how it was worn.*

RESERVE YOUR PIECE

