

# Cloth Talk: Royal Allure Set to Launch Lifestyle Brand of Fashion

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/EINPresswire.com/ -- With a passion for self-expression and design, founder Claude Anthony Larkins Jr has cultivated a luxury brand that ignites the essence of royalty in fashion. [Royal Allure](#) focuses on the individual mindset and what makes people feel confident, creative, and uplifted through their high-end collections. From the early development of the brand in 2009, Claude Anthony was inspired by his own lifestyle of righteousness and was motivated to

transform his values, attitude, and interests into a growing business. The artistry of appearances was always a top priority in his routine, and he believed it to correlate directly with the mind and body. This belief is what sparked his desire to transition from his barbering company, to join the industry of fashion and lifestyle.



Clothing that represents meaning provides everyone with the opportunity to be inspired and create an honorable existence within their lives. As a top-tier luxury clothing boutique, the brand operates through an innovative lens that separates them from other retailers by creating original designs that empower people from all backgrounds to be unapologetic in who they truly are on this earth. Royal Allure embodies exclusive wear and a range that allows everyone to join in on this energetic movement. Using fashion as a form of expression in a collective body, they are consistently catering to innovative looks that liberate your wardrobe and evoke positivity in every stitch.

While creating a business that revolves around achievement and high-end lifestyles, Royal Allure aims to be more than just a brand. They encourage customers to uphold the name through honorable characteristics and evolution on a humanitarian spectrum. With time devoted to planning and directing each collection, every item is made with intention and a passionate mindset for a bright future ahead. This initial launch provides customers with the opportunity to

revamp their style by incorporating fashion that meets the royal standards and helps individuals show up as the best version of themselves. Bringing meaning to fashion while tapping into purpose, Royal Allure aims to expand its brand and continue to encourage drive and vision with clothing that takes a different approach to royalty. For founder Claude Anthony, he is confident that the time and effort he has placed in this launch will make a difference. It's an opportunity for the world of royals to be reminded that anything is possible with hard work and determination. "It's imperative that in a world of visionaries and creatives, we cultivate a community of fashion-forward dreamers who wish to write their future with confidence in who they are and what they wear," he says.

For more information on Royal Allure, visit their website at [theroyallure.com](https://theroyallure.com) and be sure to follow their social media @TheRoyalAllure.

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