# The Princess of Wales surprises with Jade Holland Cooper blazer on 14th wedding anniversary



The Princess of Wales has once again demonstrated her flair for fashion, bringing a classic elegance to her recent royal visit to Scotland. To commemorate her 14th wedding anniversary, Kate Middleton donned a striking brown herringbone blazer from Jade Holland Cooper, one of her preferred designers. Known for its sharp tailoring and quintessential British aesthetic, the blazer exemplifies the designer's commitment to contemporary style.

Jade Holland Cooper captures the essence of modern British fashion with pieces that offer both elegance and functionality, and this blazer is no exception. Featuring a longline silhouette, tailored fit, and luxurious satin lining complemented by distinctive gold hardware, the piece exudes sophistication. Kate adeptly styled the blazer with a light blue button-up shirt and dark skinny jeans, finishing the look with rustic brown leather boots, a signature combination that perfectly blends formal and casual elements.

Holland Cooper has garnered a notable reputation in the fashion world since its inception in 2008 at the Badminton Horse Trials. Founded by Jade Holland Cooper, whose roots include both a farmer father and a mother who was a fashion designer, the brand has thrived, with projections for an impressive £40 million annual turnover. Holland Cooper identified a gap in the market for stylish yet flattering country apparel, aiming to empower women through her designs. Her entrepreneurial spirit has deep roots; as a child, she ran her own egg business inspired by her parents' work ethic.

Despite her brand’s growing popularity—significantly bolstered by royal endorsement—Holland Cooper admits that she never gets advance notice when the Princess of Wales decides to wear her creations. “It was such a special moment for me, even better that she is a genuine fan of the brand," Jade shared in an interview, illustrating the thrill of seeing royalty embrace her designs. This unpredictability is part of what makes the occasions even more exciting for Holland Cooper, who recounts the emotional rush of receiving calls from her team after Kate's public appearances in her attire.

Throughout the years, Kate has consistently chosen Holland Cooper for various engagements, wearing pieces that range from formal suits to cosy knitwear. Notably, in 2023 alone, she sported a white bodysuit under a tailored burgundy suit during a symposium, and a chic pair of white trousers paired with a bespoke coat at her annual Together at Christmas carol concert. Each appearance highlights not just the versatility of Holland Cooper's offerings but also Kate’s refined fashion sense that resonates with contemporary trends while honouring tradition.

The designer’s work is also much celebrated beyond royal appearances. Jade remarked that seeing racegoers adorned in her attire at the Cheltenham Festival stands out as a highlight each year, demonstrating her commitment to creating timeless designs that are adaptable for various occasions. She advocates for a thoughtful approach to racing attire, blending style with practicality—advising her clientele to embrace layering and opt for robust footwear given the often muddy conditions at events.

As the Princess of Wales continues to be a beacon of classic British style, her allegiance to Holland Cooper is a significant endorsement for the brand, reinforcing its image and reach. Jade’s designs not only celebrate heritage but also empower women, enhancing their confidence through stylish sophistication. The relationship between the royal and the designer is a testimony to how fashion can intertwine with cultural significance, making each royal appearance not just an event but also a statement.

In a world where fashion trends constantly evolve, Holland Cooper has successfully carved a niche that underscores the importance of quality, fit, and elegance—principles that continue to resonate through the wardrobe of the Princess of Wales.

### Reference Map

1. Paragraph 1: [[1]](https://www.dailymail.co.uk/femail/article-13211231/Kate-Middletons-favourite-designer-Jade-Holland-Cooper-never-knows-royal-going-wear-brand.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
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