

'Indian consumers are well aware of the fashion trends'

...says Yogesh Tiwari, Vice President, sales and marketing, Blackberrys

Shreya Badola

What is the current fashion trend?

The slim silhouette is definitely in. It can be played upon in two ways — the thin look or the layered look without making it boxy. Indian wears with western cuts do well in the market.



How is the Indian market different from the western market?

Indian consumers are well aware of the fashion trends but they are certainly more flamboyant compared to their western counterparts.

How do you decide upon your designs and products?

We have a team of designers who compete against each other and decide upon the current theme and fashion trends. They interact with people to know what they want and what they expect. Then of course we need to keep the Indian sensibilities in mind.

What is your usp?

Blackberrys is a young company, a young brand. We are fashion forward in formal wears and that is why people look up to us.