



Blackberrys: For The Changing Needs Of The Indian Men!

Blackberrys the lifestyle brand was born in 1991 with the philosophy of quality first. Identifying a need for branded, structured clothing for the changing needs of the Indian male. Blackberrys established itself as the manufacturer of impeccably designed trousers, suites & jackets.



With a recorded growth rate of 28.6% (which is over and above the industry average), Blackberrys over the years has established itself as a renowned fashion label with a strong brand presence. Their collections have been associated with innovations in fashion and a strong image of 'Sharp Edged Clothing'.

The brand has a high recall value and is perceived as a premium-clothing abode. Documented in various trade surveys as 'the best FIT' and even communicated the 'Young Power Dresser' image to the TA. The tag line 'Sharp smooth and sure' is the irresistible calling for all, further smitten by the sharp cuts, smooth feel and surety of power dressing.

The Blackberrys wardrobe includes Dress Line Trousers, Khakis, and Shirts, Women's Wear, Suits & Jackets and the newly launched B&B collection (Premium shirts & trousers for men). It has a total capacity of making/sourcing 3000 trousers and 400 blazers & jackets daily. A strong sourcing network both domestic and international backs Blackberrys.

Blackberrys has a pan-India retail presence and “ covers more than 200 cities across India through **The company in approximately 850 up-market retail outlets besides 2007 has launched having 58 own brand stores in 23 cities. a line of Blackberrys has a presence in all formats of accessories, thus distribution namely, own stores, franchise stores, completing the distribution/trade channel partners, and direct to wardrobe look with dealer format. Blackberrys also has a presence in belts, wallets, bags all major national chain stores Shoppers Stop, and knitwear. Lifestyle, Piramyds, Central and Westside.** ”

The proud winner of 'The Pinnacle Award' from Shoppers Stop in Best Men's Classic Category for two consecutive years (2004, 2005 & 2007), Blackberry also won the coveted Lycra Images Fashion Award '07 for the Most Admired Trouser Brand of the Year category & The CMAI Award for 'Best Formal Wear Brand in 2007 & 2008'.

The company in 2007 has launched a line of accessories, thus completing the wardrobe look with belts, wallets, bags and knitwear. On the retail front, the company plans to expand its EBOs to 100 by December 2010.

Available at:

- (1) Shop No. 5&6, Khar Lotia Place, 373 Linking Road, Khar (W)
- (2) Shop No.F-6, First Floor,Mega Mall,Malad Link Road,Oshiwara,Andheri(W)
- (3) Shop No.112,113.114 City Centre Mall, Vashi (MUMBAI)

Price Band:

Suits and jackets: Rs.5995/- to Rs.12995/-

Khakis: Rs. 1695/- to Rs. 1995/-

Dress Line Trousers: Rs. 1595/- to 1795/-

Shirts: Rs. 1595/- to 1995/-

Womens Wear: Rs. 1045/- to 1345/-