

## 'THE UNOFFICIAL COLLECTION' BY BLACKBERRYS

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**Tags:** 'The Unofficial Collection' | Blackberrys | Spring/Summer 2010 | menswear | formals |

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The Blackberrys Spring/Summer 2010 collection, 'The Unofficial collection', replaces the generic closeted look with a chic and confident look for the office going youth. The collection gives the Indian corporate youth the opportunity to come out of the lifeless formals and get into something better and smarter, enhancing their social personalities.

The brand's collections have been associated with innovation in fashion, carrying a strong image of 'Sharp Edged Clothing'. The brand has a high recall value and is perceived as a premium clothing label.

With an interesting play of colours accentuated by acute detailing, this latest line from Blackberrys brings in a breath of fresh air into the otherwise simple stilted selection of formals. The collection proclaims an exalted fervor with its youthful styles, exclusive designs and finishes, revamping their portfolio.

Darker palettes in terms of shirts, slimmer fits and versatility in terms of style, gives the Blackberrys' customers the stylish look. The designs are subtle with fresh colours fading into many hues, highlighting the mid-tones to create an active look with the infusion of linen in half linings and inside piping.

Blackberrys- the lifestyle brand was incepted 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 designed trousers, suites and jackets. With a recorded growth rate of 28.6%, the brand has over the years established itself as a renowned fashion label with a strong brand presence.

Their wardrobe options include Dress Line Trousers, Khakis, and Shirts, Women's Wear, Suits and Jackets and the newly launched B&B collection which has Premium shirts and trousers for men. It has a total capacity of making/sourcing 3000 trousers and 400 blazers and jackets daily. In 2007, the company launched a line of accessories with belts, wallets, bags and knitwear.

Blackberrys is backed by a strong sourcing network, both domestic and international. They have a pan-India retail presence and cover more than 200 cities across India through approximately 850 up-market retail outlets besides having 58 own brand stores in 23 cities. The company plans to expand its EBOs to 100 by December 2010.