

"The UNOFFICIAL Collection" By Blackberrys

With an interesting play of unconventional colors accentuated by acute detailing, this latest line from Blackberrys brings in a breath of fresh air into the otherwise simple stilted selection of office formals.

Mumbai, Maharashtra, March 17, 2010 /[India PRwire](#)/ -- Replacing the generic closeted look with a clean & confident one, the Blackberry's Spring/ Summer 2010 Collection, "**The Unofficial collection**" proposes a fling for the office going youth. Swayed by their cool quotient even at their workplace! 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 gregarious personalities.

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

Darker palettes in terms of shirts, slimmer fits and versatility in terms of style, gives the Blackberrys customers the stylishly smart outside look even inside. Subtle design and use of fresh colors fading into many hues highlighting the mid-tones of nature create an active and sprightly look with the infusion of linen in half linings and inside piping. Targeting the young and classy, The Unofficial Collection creates an active and sprightly look with the infusion of linen in half linings and inside piping.

Notes to Editor

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. Blackberrys is backed by a strong sourcing network both domestic and international. **Blackberrys has a pan-India retail presence and covers more than 200 cities across India through approximately 850 up-market retail outlets besides having 58 own brand stores in 23 cities.** Blackberrys has a presence in all formats of distribution namely, own stores, franchise stores, distribution/trade channel partners, and direct to dealer format. Blackberrys also has a presence in all major national chain stores - Shoppers Stop, 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'. Trouser Brand of the Year category & The CMAI Award for 'Best Formal Wear Brand in 2007 & 2008 & 2009.

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.

For more information, please contact:

Crosshairs Communication

Ishita

PR Associate

(M) 9892233927