

MEN'S HEALTH
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Blackberrys new metalloid collection for both men and women

Blackberrys, one of the leading brands in the formalwear category, presents its latest Metalloid Collection, for both men and women. This collection draws inspiration from the sheen of precious metals, revel in the experience of seductive indulgent allures to rejoice life.

This collection is targeted at the new age consumers who want to add a little gloss in their zingy Lifestyle. Thus the theme metalloid is set forth to offer today's generation a new way to conquer the new age corporate universe.

Silhouettes

This new collection from Blackberrys is made to suit your Silhouette with panache. It has anatomical cuts, slim sharp features, the garment is well fitted and close to the body and has got a futuristic corporate look.

Fabrics

The fabric used to design the Metalloid collection has got super glossy satins/ chintz finish, micro graphic jacquards, iridescent stripes, mineral inspired Lurex Weaves, and etched metal inspired surfaces, fluid metal inspired velvets, Futuristic graphic inspired formal shirting, and Hi- tech memory polyesters.

Construction Details¹

The collection has got hidden closures, LED inspired stitches, and concealed detailing, neat ergonomic seams without top-stitching and Buttons without button-holes which give the garment neat finish.



Wash/ surface Treatment

The collection is available in ultra gloss looks and brushed metal feel, techno washes such as fragrance finish, UV protector, Depth enhancer, and poly gloss to give the garment a prolonged life.

Blackberrys has been growing above the industry average of 15 % per annum.

Blackberrys has a pan-India retail presence. Blackberrys covers more than 200 cities across India through approximately 850 up-market retail outlets besides having 56 own brand stores in 25 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, Indiabulls Retail, Central and Westside.