

Fashion Retail



# The **Brand**

Blumerq is synonymous to Cool, Fresh, Trendy, Confident, Attitude that is high on style in fashion. It is also synonymous to music as it lives within the pulse of the youth. Rock music over ages has been the thriving factor within every youth and Blumerq brings forth and resonates the spirit of Rock celebrating the music through liveable fashion.

Blumerq is set to be a pioneer in men's fashion wear that will grow over time and ages over you, into you. Blumerq is a veritable expression of the music that you love to hear. Just like your music, it touches your soul.

*The **Rock** symbol says it all!*

# Radhika **Machetti**

*NIFT 2003 design graduate*

*Co-founder/Director - BLUMERQ*



- She has got total 17+ years of professional experience working in the fashion industry, design, buying, business development, fashion retail, innovation and technology.
- She has worn many hats during my career - Leader, Entrepreneur, Director, Creative head, Strategist, Design head. She is adept in fashion design, branding, fashion communication, concept creation, driving retail expansion, business development, industry network, store rollout, relationship management.
- She has been addressing events as a speaker, jury and mentor for start-ups, incubators and women entrepreneurs.
- She has worked many years as Design Head leading design teams in export houses and buying offices. During which she dealt with various international brands (US & Europe).

# Arun Kumar

*NIFT 2003 design graduate*

*Co-founder/Vice Chairman - BLUMERQ*



- Extremely experienced designer having more than 17+ years of hands on experience in fashion/apparel industry.
- Leading design teams of various companies namely Gokaldas Images, Capital mercury apparels , GCF & Prateek Apparels (F-square retail)
- Has been the forefront and played a key role in establishing more than 100 stores across Karnataka and running them successfully.
- Worked with various clients across US, Europe, Latin America , Uk and successful in launching and executing the design requirements.
- Result-oriented design strategist with action-driven entrepreneurial leadership and creative business management insights.

## Our **Mission**

*“Unique and Contemporary  
Fashion inspired by MUSIC”*

Retail **FASHION**

**Trendy** Styles

Fashion For **Youth**

**Music** inspired

Fresh **Fashion**

**culture** mix

# Corporate Office



# Consumer profile

- Young adult with guilt-free spending & for those who feel young at heart.
- Savings not very high priority. Early adopter. Attracted by new trend
- High disposable income. Modern Outlook
- Spending money for look-good ( shift of expense basket from basics to lifestyle products and increased spend on apparel, personal care)
- Heavy influence of reality shows and following various star icons. Strong affinity to his kind of music. A free spirit, music is part of his existence.
- Segment :- Colleges/First Jobbers/IT. Independent





# Merchandise Mix

Shirts \* Tees \* Polos \* Denims \* Shorts \* Chinos



# Shirts



# Tees/Polos



# Denims



# Co-ordinated looks



# Co-ordinated looks



# Brand Campaigns

# Hoardings/Posters





# Store launch invites

NOW IN BANGALORE  
G2-17, INORBIT MALL



blumerq™  
MENS FASHION STORE

**LET'S ROCK !**

WE INVITE YOU TO CELEBRATE OUR NEW  
EXCLUSIVE STORE OPENING



[www.blumerq.com](http://www.blumerq.com)

**WEDNESDAY, 9TH JAN '13**

*4.30 pm onwards*

VENUE  
**G2-17, INORBIT MALL**

**Get Rs. 250\***  
*off on your first purchase !*

*\* applicable for purchases above 1000/- only*

blumerq™

MENS  
FASHION  
STORE



[www.blumerq.com](http://www.blumerq.com)



*invites all of you  
to its new store  
l a u n c h*

**LET'S ROCK !**

**FRIDAY,  
5TH APRIL '13**

**KURNOOL-JYOTI MALL**

Shop No. 6, Jyoti Mall, Opp. Zilla Parishad, Kurnool (Andhra Pradesh)



# Paper inserts

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MENS FASHION STORE



NOW OPEN  
G-17, INORBIT MALL

LET'S  
ROCK  
IN  
STYLE



www.blumerq.com

INAUGURAL OFFER  
ON EVERY PURCHASE

OF **₹1000**  
GET A GIFT VOUCHER WORTH  
**₹250** Free  
redeemable on the same bill

**HURRY**  
Valid till  
28<sup>TH</sup> JAN

**blumerq**™

Inorbit Mall, Shop No: G-17, White Field, Bangalore-560066, Ph No; 080-28029521.

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LET'S ROCK IN *STYLE* !

TEES @ 299\*

POLOS @ 699\*

SHIRTS @ 799\*

DENIMS @ 1099\*

CHINOS @ 999\*

SHORTS @ 749\*



\*Starting price

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ENJOY SHOPPING



END OF SEASON

SALE

UPTO

50% OFF



[www.blumerq.com](http://www.blumerq.com)

///DOWNTIME

## THE CASUAL CONNECTION

Model Arry Dabas walked away with the Mr Photogenic title at the recently concluded Manhunt International finals held in Bangkok. His casual style with the clothes of India's Hottest New Label BMQ shows of his easy style – elegantly simple but simply elegant!

Black is back with the fitted tees and stretch jeans showing off a perfect shape.

///STYLE DIARIES



DOWNTIME///

It's all in the fit! A basic white tee is a fashion staple and a wardrobe essential.



# Promotions/Activities

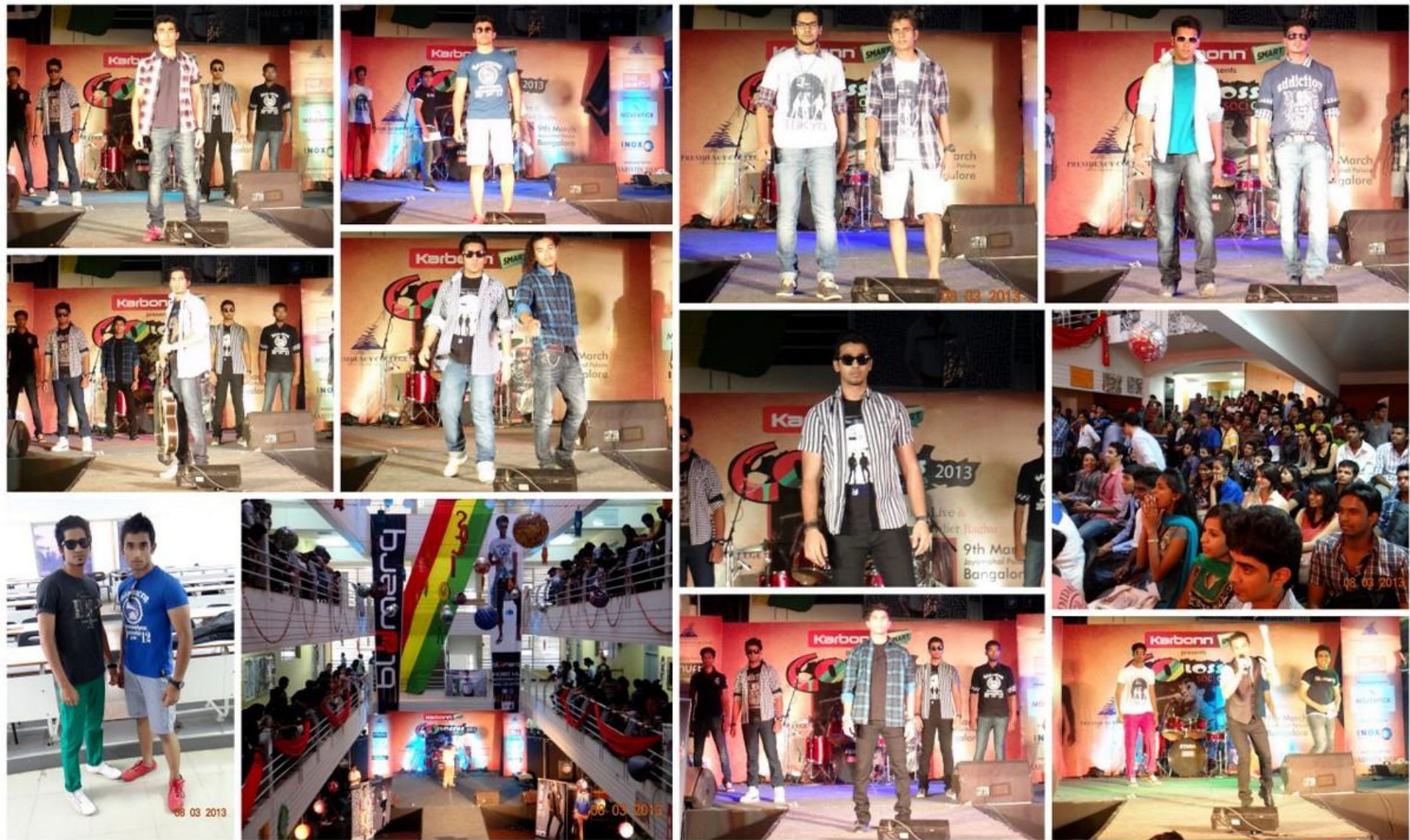
# Brand promotion- LIFE IS CALLING marathon event

Promotional tees designed for the volunteers at the event



# Brand promotion- Mr. Blumerq contest

Blumerq Fashion show for Colossus event held at Presidency college, Bangalore



# Brand promotion-Farhan Akhtar Rock show

Fashion Partner for Colossus event inviting Farhan Akhtar and Raghu from Roadies





# Instore Display / VM

# Inorbit mall-Bengaluru





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# FASHION

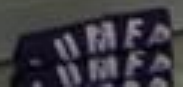
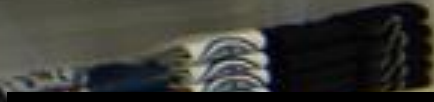
IT'S A STATEMENT, NOT A STYLE. FASHION  
ISN'T ABOUT HOW TO BE SEEN, IT'S ABOUT  
HOW YOU FEEL. THE FASHION INDUSTRY IS  
IT FOR ALL SIZES FOR ALL PEOPLE OF ALL  
AGES. FASHION IS AN ART OF PERSONAL  
EXPRESSION, NOT AN OBLIGATION TO  
BE PARTICULARLY POPULAR ANY LONGER.



new arrivals

new arrivals

new arrivals



blumerq™



new arrivals

new arrivals

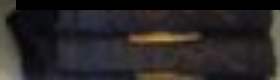
new arrivals

High Voltage

BLUMERQ

Go La

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NEW ARRIVAL

FASHION

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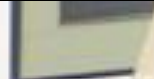
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SHOPPERS

★ ★  
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# Basaveshwaranagar-Bengaluru



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# Mall of Mysore-Mysore

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# Jyothi Mall-Kurnool



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# Srikkakulam-Andhra Pradesh



Karimnagar-Telangana

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# Vishakhapatnam-Andhra Pradesh



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# Kozhikode-Kerala



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# Thank You

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