

Bluenile Clothing

COMPANY
PROFILE



OUR PHILOSOPHY

Bluenile Clothing

EXPRESS YOUR PERSONAL STYLE.

Anchored in core nautical spirit of "living in the moment", Bluenile Clothing to experience the joy of water & beyond. We believe in infuses happiness in everyday experiences connecting to how they

WHO
WE
ARE



SEASON SS26 II MENSWEAR

OUR POSITIONING

A lifestyle brand offering wardrobe solutions for multiple occasions ranging from smart casuals to casual outdoors. The brand finds creative ways to enhance customer's expectations.

We offer a perfect mix of updated classics & fashion savvy merchandise for outgoing urban youth creating a timeless feel that will live beyond the season.

OUR DNA



NAUTICAL

INSPIRATIONAL

Bluenile Clothing has a long association with the sea. Rooted in core nautical spirit, the inspiration leads to a splash of sailing styles that are fresh, comfortable and cool.



EASE & COMFORT

FUNCTIONAL

Bluenile Clothing being a lifestyle driven brand, focuses on wants over needs. We offer wardrobe solutions through our updated basics in classic styling to help the consumers in their everyday experiences.



HAPPY

EMOTIONAL

The language, visuals & tone of the brand is relaxed and happy. We believe in togetherness and connect with the consumers through our colorful offerings and pleasant communications.

SEASON SS26 II MENSWEAR

MENSWEAR



Woven Men's

Bluenile Clothing



STRIPE SHIRT



OVER SHIRT



SHAKET'S



PRINTED SHIRT



Woven Men's Bottom's (Non Denim)

Bluenile Clothing



CHECK TROUSER



CHINO PANT



JOGGER'S



Woven Women's Top's

Bluenile Clothing



LADIES TOP'S



Woven Women's Top's

Bluenile Clothing



LADIES SLIM SHIRT



STRIPE SHIRT



SATTING SHIRT



LADIES L/S SLIM SHIRT



BOMBER JACKET



TEXTURED BELTED
TUNIC TOP



VISCOSE CRINKAL SHIRT



OVER SIZE SHIRT'S



Woven Women's Dress

Bluenile Clothing



Woven Women's Bottom's

Bluenile Clothing



LADIES TROUSER



Woven Women's Bottoms & Skirt's

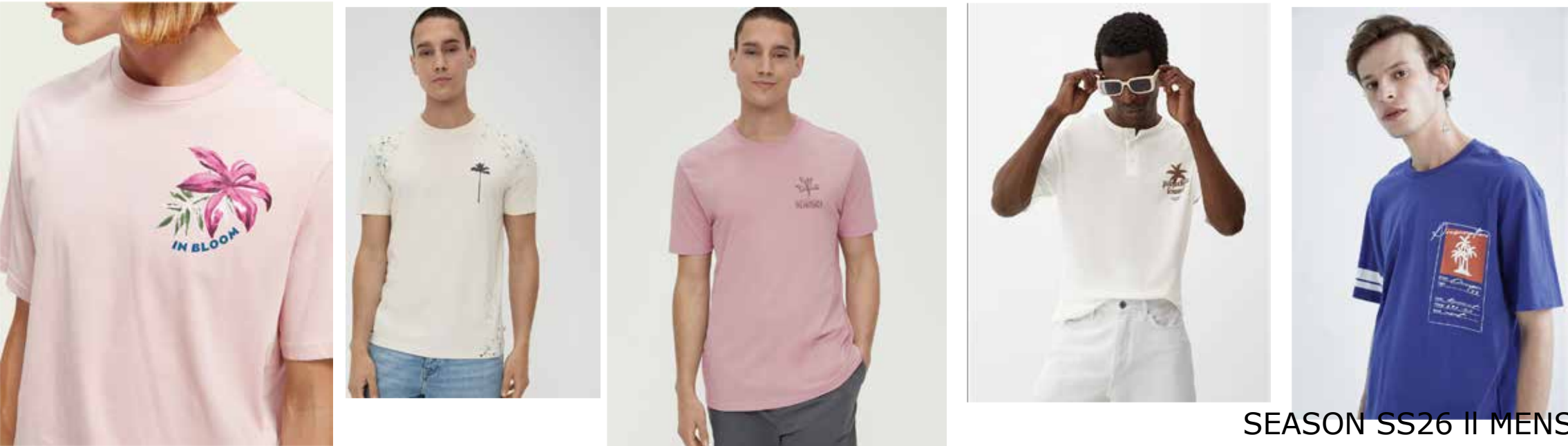
Bluenile Clothing



LADIES SKIRT'S



PALM TREE PARADISE (GRAPH)



PALM TREE PARADISE (GRAPH)



PALM TREE PARADISE (TONAL AOP)



PALM TREE PARADISE (AOP)



LOUNGING STRIPES



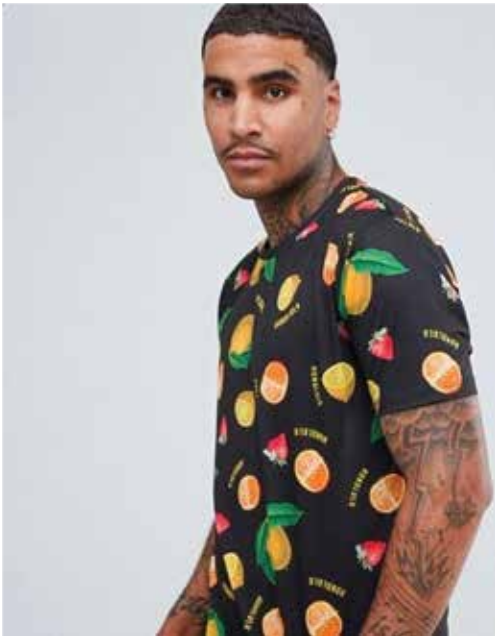








SUNSET SNACKS-(FRUIT)













SKETCHY GRAFFITI (SCRIBBLING)





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CONCEPT CALLOUTS

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OUTDOOR SCAPES

Embark on a visual journey through outdoor scapes, inspired by the natureverse. Discover the beauty of nature through unique placements graphics, expertly explored on oversized bodies.



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HOLIDAY MOOD

Embrace the carefree vibes with oversized silhouettes and unique typography renditions explored in front & back placement, adding a touch of individuality and charm to your seasonal style with Holiday mood graphics.



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NAUTICAL COLLAGE

Quirky cut-pastes and nauti-cool prints call for a vibrant and eclectic take on graphics, blending art styles and fashion harmoniously



SURF STYLE

Coastal surf graphics take on to embrace the essence of the waves with surf-inspired graphics, exuding coastal coolness.



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PRODUCT CALLOUTS

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DESIGN PROPOSAL

TROUSER LINE PLAN
TEJAL CHORDIYA

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THE CARGO TROUSER

Soft volume, finishes, technical details



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THE CARGO TROUSER

Soft volume, finishes, technical details



SEASON SS26 II MENSWEAR

Bluenile Clothing

THE SLEEK CARGO

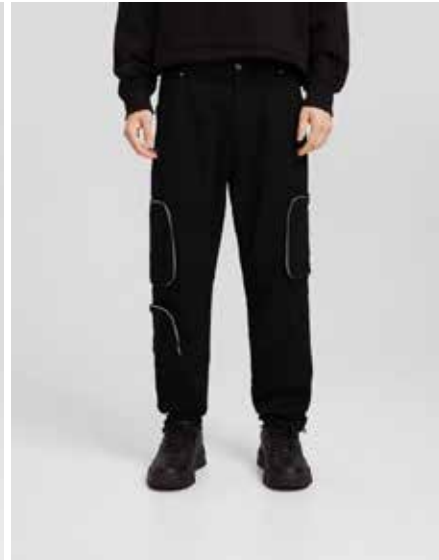
Soft volume, finishes, technical details



SEASON SS26 II MENSWEAR

THE UBER TROUSER

Soft volume, finishes, technical details



IN FOCUS CARGO

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SEASON SS26 II MENSWEAR

Bluenile Clothing

THE PARACHUTE CARGO



SEASON SS26 II MENSWEAR

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THE PARACHUTE FIT



SEASON SS26 II MENSWEAR

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CONTRAST STITCH

Soft volume, finishes, technical details



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BLEISURE PLEASURE



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EASED OUT



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Bluenile Clothing

GENTLE TEXTURE



THE COTTON DOBI



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RAW LUXURY

Exploring techniques for tonal value add to
Basic detailings



STRAIGHT FIT



LINEN BLEND PARACHUTE FIT



VISCOSE LINEN ELASTICATED



THE EASY PANT



COTTON LINEN INNER ELASTICATED



PANELLED



LINEN BLEND PARACHUTE FIT



VISCOSE LINEN ELASTICATED



THE EASY PANT



COTTON LINEN INNER ELASTICATED

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THE PALETTE

Southing bright pastels with earth tones



SEASON SS26 II MENSWEAR

MINIMAL DETAILINGS FOR RAW LUXURY

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STRIPE PLAY



SEASON SS26 II MENSWEAR

THE RESORT TROUSER

*Exploring techniques for tonal value add to
Basic detailings*



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SEASON SS26 II MENSWEAR

Bluenile Clothing

OFF GRID BLOCKS



SEASON SS26 II MENSWEAR

Bluenile Clothing

THE VOLUME TROUSER

*Exploring techniques for tonal value add to
Basic detailings*



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DETAILS

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SHORTS LINE PLAN

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5 INCH CHINO SHORTS



7 INCH CHINO SHORTS



9 INCH CHINO SHORTS

THE SUMMER SHORTS



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THE BERMUDA SHORTS

Exploring Linen and Linen blends

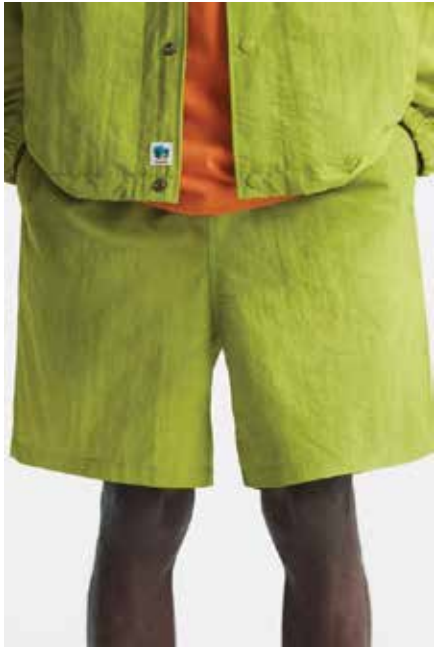


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THE TEXTURED SHORTS

Exploring Linen and Linen blends



SEASON SS26 II MENSWEAR

Bluenile Clothing

THE TEXTURED SHORTS

Exploring Linen and Linen blends



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THE CARGO SHORTS

*Exploring techniques for tonal value add to
Basic detailings*



SEASON SS26 II MENSWEAR

THE CARGO SHORTS

*Exploring techniques for tonal value add to
Basic detailings*



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THE EASE OUT SHORTS

*Exploring techniques for tonal value add to
Basic detailings*



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Bluenile Clothing

THE EASE OUT SHORTS

*Exploring techniques for tonal value add to
Basic detailings*



SEASON SS26 II MENSWEAR

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THE NYLON SHORTS

Exploring techniques for tonal value add to
Basic detailings



Bluenile Clothing

THE NYLON SHORTS

Exploring techniques for tonal value add to
Basic detailings



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WASH EFFECT

*Exploring techniques for tonal value add to
Basic detailings*



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THE STRIPE PLAY

Exploring techniques for tonal value add to
Basic detailings



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THE CONTRAST HIGHLIGHT

*Exploring techniques for tonal value add to
Basic detailings*



SEASON SS26 II MENSWEAR

OFF GRID BLOCKS

*Exploring techniques for tonal value add to
Basic detailings*

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SEASON SS26 II MENSWEAR

THE PRINT EDIT

Bluenile Clothing

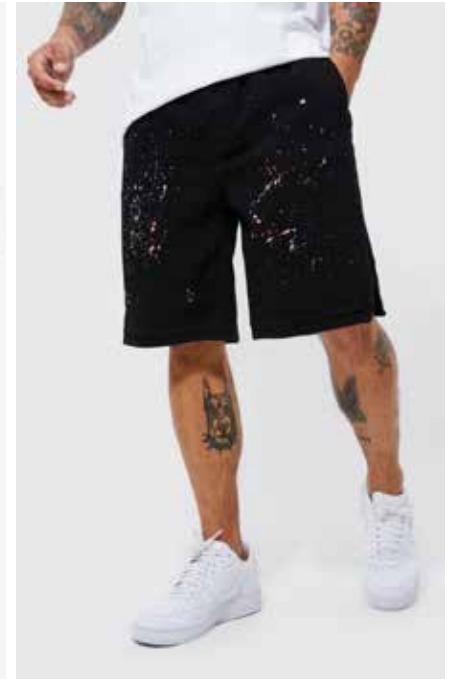


SEASON SS26 II MENSWEAR

Bluenile Clothing

THE PRINT EDIT

Exploring techniques for tonal value add to
Basic detailings



SEASON SS26 II MENSWEAR

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THE TIE & DYE SHORTS

*Exploring techniques for tonal value add to
Basic detailings*



SEASON SS26 II MENSWEAR

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HYPER BARS

*Exploring techniques for tonal value add to
Basic detailings*



SEASON SS26 II MENSWEAR

DETAILINGS

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KNIT SHORTS



Bluenile Clothing

CARGO KNIT SHORTS

*Exploring techniques for tonal value add to
Basic detailings*



SEASON SS26 II MENSWEAR

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BAGGY FIT

*Exploring techniques for tonal value add to
Basic detailings*



SEASON SS26 II MENSWEAR



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SEASON SS26 II MENSWEAR

TRACK PANTS LINE PLAN













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SEASON SS26 II MENSWEAR

CO-ORDS LINE PLAN

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THE EVERYDAY CO-ORD

*Exploring techniques for tonal value add to
Basic detailings*

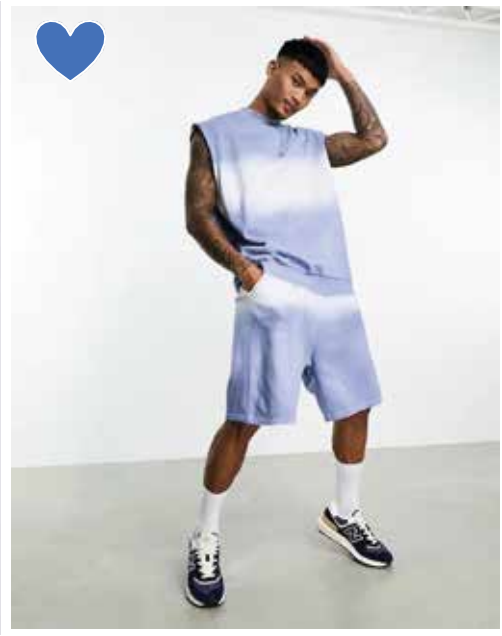


SEASON SS26 II MENSWEAR

Bluenile Clothing

THE TIE & DYE CO-ORD

Exploring techniques for tonal value add to
Basic detailings



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SPACE & SHEER CO-ORDS

Textured bases / crochet



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PRINT PLAY
Placement printed co-ords



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THANK
you