

The text "get clicked" is centered in a light blue hexagonal area. "get" is in red and "clicked" is in black. Both words are enclosed in orange corner brackets. The background of the entire page is a collage of geometric shapes in various colors (orange, green, teal, blue, purple) and semi-transparent images of studio equipment like lights and tripods.

get  
clicked

Look Book '13



## get Clicked

The creative concept 'Get Clicked' depicts how great styles can bring an individual into the limelight. Trendy styles can lead a person to get noticed, instantly. Great fashion can attract attention like no other, making him the center of attention. This concept illustrates how style can add zing to all life situations, forming a backdrop to life.



Ruffle up the sands, stare sun in the eye, sing an ode to the sea, row away to your shore. The world's waiting for you to

**Get Clicked!**



get  
Clicked

i-blues<sup>™</sup>  
concepts



**REBEL**

*Break out of norms with these half-sleeve prints*



**BRUSHSTROKES**

Smooth, classic and yet contemporary shirts with intricate brushstroke finishes

**i-blues**  
concepts



Explore the city, touch the skyline, gather a crowd,  
experiment with motion. The world's waiting for you to  
**Get Clicked!**





## GHETTOES

Go bling bling with these funky,  
sleeveless hooded t-shirts



**ADRENALINE**  
Get your sporty spirits soaring with these sporty solid panel shirts



Find your path, upturn all stones, fiddle with the clouds,  
look down at the sky. The world's waiting for you to  
**Get Clicked!**

get  
Clicked



# CONVERTABLES

Two-in-one shirts  
as versatile as you!



**i-blues**  
concepts



**CASUALIST**

*Denim shirts crafted for rugged adventure*

**i-blues**<sup>™</sup>  
concepts



Unleash your true self, break in to the wild, conquer  
mother nature. The world's waiting for you to

**Get Clicked!**





# TERRAINS

Exclusive corduroy shirts that demand respect

# GLAMM

Perfect personality party  
wear redesigned for  
celebration



**i-blues**  
concepts



The logo for 'i-blues concepts' features a stylized white dotted arc above the text 'i-blues' in a bold, lowercase sans-serif font, with the word 'concepts' in a smaller font size directly below it.

**SOBERS**

*Mellow and bland colors combined with an  
unspoken panache*



**CAPOTE**

*Sleeveless hooded t-shirts  
that cause an instant  
attraction*

**i-blues**  
concepts



[www.iblues.in](http://www.iblues.in)



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