

7th November 2007

PRESS RELEASE

Blue Inc new store opening

Blue Inc menswear is coming to The Potteries Shopping Centre, Stoke on Trent, and will be opening its doors on the 10th November.

Blue Inc is a forward thinking menswear retailer with quality gear at the best prices! Established in 1912 the company has gone through several incarnations to emerge today as the fashion force on the high street to be reckoned with. Blue Inc understands great fashion and design, scouring the globe for the hottest looks, providing you with a den of fashion inspiration.

Blue Inc has stores nationwide and is rapidly expanding into many new locations. Our design and buying teams are constantly on the look out for inspiring trends, ensuring you always have the latest fashion look, at outstanding prices offering real 'value for money'. It's all about expressing your unique personality, not following the crowd. If you are looking for a new season fashion fix, new attire for a boy's weekend or simply need to look the part for work, Blue Inc can kit you out!

Blue Inc is also offering the first 100 paying customers a 10% off Privilege Card which is valid for life!! With an offer like that how could you resist, get yourself down to the new store and check out the latest collection!

Ends

For further information please contact Sandrine Eglizeaud:

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