

## Introducing BRIC, a new name in men's fashion

A collection of elevated essentials for men who do not fit into traditional sizing



**New York City, New York Nov 22, 2022 ([Issuewire.com](https://www.issuewire.com))** - BRIC is an apparel company founded on a single premise—to elevate the shopping experience for men who don't fit into traditional sizes. We believe you should never compromise on fit or fashion— you should have both in everything you wear.

Inspired by the frustrating shopping experiences of its 6'7" founder, BRIC's mission is to serve and understand the needs of men who are often neglected by existing fashion brands and retailers.

“As a man who stands at 6 feet 7 inches, I know first-hand that “big and tall” consumers often feel underserved and misunderstood. I have always loved fashion, but I have been frustrated by the lack of options available to me. The entire shopping experience became something that I did not look forward to and tried to avoid unless it was a necessity. I am launching BRIC to address this void in the market and to create an elevated shopping experience for men like myself who do not fit the traditional sizing most fashion brands and retailers are offering.” - Kemdi Anosike, Founder of BRIC

For its initial offering, BRIC will launch a capsule collection of sweaters, an item that is a wardrobe essential and one of the most challenging basics to find in extended sizing.

Two core styles, a half-zip, and full-zip will be offered in an expertly crafted range of nine sizes. Meant to be worn year-round either alone or as a layering piece, these sweaters are made from a luxurious blend of merino wool and cashmere and will be available in a sophisticated palette of 6 colors with prices ranging from \$175 to \$195.

BRIC’s debut collection will be available beginning November 16th at [www.shopbric.com](http://www.shopbric.com)



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