

THE BRITELINE® - Art Fashion with A Message

THE BRITELINE® is a multifaceted, Artistic Fashion Concept introducing a new fashion trend by promoting a "State of Mind" rather than a material lifestyle.

Featured as a Ray of Light on the brand logo, THE BRITELINE® symbolizes the invisible line connecting our Spirit, Soul and Body with the World, being at the same time a contemporary fashion design logo of an original, quality brand, originating in Greece and aiming at embracing the World with high quality, meaningful fashion, "Made in Hellas".

THE BRITELINE® creates quality fashion items with a powerful symbolism promoting the eternal values of Beauty, Harmony and Balance. The initial collections of T-Shirts and Jewelry are based on the Concept APHRODITE REINVENTED® which is defined as "The Eternal Woman Spirit, Beauty and Power heading Bravely to the Future", carrying the Message REINVENT YOURSELF.

Comprised of five themes - messages titled "Your Compass", "Airborne", "Reinvent Yourself", "You and the Circle of Life" and "ALIVE", the Collection is dedicated to the internal beauty and power of women as the main factors leading to a happy and meaningful life.

Furthermore, the social dimension of the brand, THE BRITELINE® International Organization was created with the intention to further communicating the brand's Message and through which portion of the sales of THE BRITELINE® meaningful fashion item sales benefits Women's Empowerment Causes and several philanthropic Organizations.