

## Van Heusen presents “Move Labs Collection” with International Parkour Artist Chase Armitage

- It is available across 400 stores in 170+ towns and online
- The campaign is live across the brand’s social media page, Hotstar, Voot, SonyLiv, 652 PVR screens



**Mumbai, 17<sup>th</sup> October 2022:** Van Heusen, India’s leading power dressing brand from Aditya Birla Fashion and Retail Ltd (ABFRL), presents “**Move Labs Collection**”, a uniquely engineered clothing line for the contemporary man, with international Parkour Artist, Chase Armitage.

**Van Heusen’s Move Labs Collection** offers a wide range of shirts, trousers, suits and blazers for the modern-day men who value functionality along with fashion. Targeted at young professionals, the **Move Labs Collection** is superbly stylish, incredibly comfortable and engineered to provide freedom of movement. The collection’s ultra-stretchable fabric is lightweight, wrinkle-free and allows ease of movement, which resonates with today’s consumer’s fast-paced lifestyle.



The brand campaign aims to highlight the collection's ergonomically engineered design with international Parkour Artist, Chase Armitage. The campaign is live across its social media pages, including Facebook, Instagram, and YouTube. It will also be featured across television advertisements, OTT platforms like Hotstar, Voot, and SonyLiv, and across 652 PVR screens.

**Mr. Abhay Bahugune, COO, Van Heusen, Aditya Birla Fashion and Retail**, said, *"We are delighted that the **"Move Labs Campaign"** has been the most successful campaign till date. With fast paced lifestyle, the demand for comfortable clothing is growing. Consumers are looking for solution-driven features and the collection is one stop solution for their needs."* **He added**, *"Our consumers have loved the collection and we have been encouraged with the positive sentiment. Van Heusen stands for fashion and functionality and this unique campaign resonates the vision."*

**Ms. Mithila Saraf, Business Head, Famous Innovations**, said, *"This campaign builds on the promise of freedom of movement established in our first Move Labs parkour film, shot in London. The campaign, in addition to being dynamic and high on adrenaline, portrays the brand in a new way by having a protagonist who uses his parkour skills for the greater good. Every stunt was shot live without the use of CGI, providing an exciting filmmaking experience. Our goal with these campaigns is to establish a new narrative in the stoic and serious category of men's formals, making the category aspirational for the young."*

The products are available across Van Heusen's 400 exclusive stores in 170+ towns and on the Van Heusen website (<https://www.vanheusenindia.com>) and Van Heusen App, and on Flipkart, Amazon and Myntra.

Campaign Link- <https://www.youtube.com/watch?v=SBX0VNj072s>

#### **About Van Heusen:**

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the United States of America, the brand entered India in 1990. Over its 32 years of history in India, Van Heusen has emerged as a fashion authority for the ever-evolving Indian consumer and has established itself as the one-stop destination for the latest trends. Today, Van Heusen is not only the most preferred workwear brand but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial, party wear and activewear.

#### **About ABFRL:**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 point of sales in department stores across India (as on 31st March 2022).



It has a repertoire of India's largest brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established for over 25 years. **Pantaloons** is one of India's leading fashion retailer.

ABFRL's international Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle** and **Reebok**.

**Van Heusen Innerwear, Athleisure and Active wear** is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva** and **Marigold Lane**. The Company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

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