

## Van Heusen unveils its 1st exclusive store in Thiruvalla

07 August 2015

*~ Van Heusen extends its presence in South India with its first store in Thiruvalla and its 15th in Kerala ~*

Van Heusen, India's no.1 premium lifestyle brand for professionals, opened its exclusive store in Thiruvalla. The brand has been on an expansion spree and the success story continues with the brand launching its exclusive store in Thiruvalla, Kerala, marking a milestone in the town's fashion culture. Spread across an expanse of 2,200 sq ft, the store offers its patrons an enticing shopping experience. An exclusive store for men and women, this fashion destination has something for every occasion, giving its consumers an abundance of options spanning from formal and casual wear and club wear that helps make a stellar fashion statement. The collection allows you to choose from a delectable assortment of men's apparel and accessories ranging from corporate suits, blazers and shoes to semi-formal, casual and club wear as well. With elegant interiors, this new store is sophisticated and individualistic and caters to the consumers' every need.

On the occasion of the new store launch Mr. Vinay Bhopatkar, COO, Van Heusen and PEOPLE said: "Our flagship store in Thiruvalla does indeed mark a very significant milestone in the brand's expansive journey in south India. Kerala is one of our focus markets and we see significant growth opportunity here. As one of the leading apparel brands of the country, we strive to provide our customers with superior merchandise and an overall international shopping experience - and with this new and exclusive store in Thiruvalla, we aim to do just that."

The grand unveiling of the store was celebrated with a fashion walk through where models were seen showcasing the new seasons' collection. The audience was then regaled with the performance of a live band as they were given a chance to enjoy and absorb the ambience of the store.

Over the past few years, Van Heusen has also been quite aggressive in extending a strong presence across tier 2 and tier 3 towns. Apart from this being its first store in Thiruvalla and the 15th in Kerala, the brand has successfully entrenched its exclusive store presence in non-metro towns like Udupi, Ajmer, Gaya, Darbhanga among others and has aims to increase its presence by opening more stores in the tier 2 and tier 3 markets.

The wide range of fashion apparel available at the store includes an assortment of shirts, trousers, suits and blazers, T-shirts and accessories for men and dresses, work wear, skirts, tops and accessories for women.

### **Store Address**

Van Heusen Exclusive Store,

Excel Building, Ramanchira,  
Thiruvalla  
Phone Number: +91 94 00 473930

### **About Van Heusen**

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the US, the brand entered India in 1990. Over a period of its 25 years in India, Van Heusen has emerged as a fashion authority for the ever evolving Indian professional becoming the go-to source for the latest in fashion trends as well as for expert advice on what to wear, when to wear it and how to wear it. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles entire spectrum of occasions like casuals, ceremonial and party wear.

The brand embodies the positioning, 'power dressing.' Van Heusen customers are the corporate leaders for whom elegance and style are not just fads, but a philosophy. Thus the Van Heusen range is modern, minimalistic and timeless in design and is distinguished by high quality. Van Heusen with its distinctive and fashionable range of products helps corporate leaders create their best impact, as much for style as for substance.