

## **Dates announced for the third edition of Van Heusen India Men's Week for men of substance**

14 July 2011

FDCI presents the latest trends in the menswear segment in India through the Van Heusen India Men's Week slated from 2-4 September, 2011 at The Grand, New Delhi. The event will kick off with the selection of male models at the national model audition scheduled this week in New Delhi.

Van Heusen India Men's Week will provide designers and models with a platform that will redefine the meaning of men's fashion in the country. The event will provide an impetus to the menswear industry, as India becomes the go-to country for quality, designs and trends for men of substance.

Mr. Sunil Sethi, President, FDCI, said, "FDCI is delighted to partner with Van Heusen once again. VHIMW is the only men's fashion week of India and has played a significant role in establishing Delhi as the fourth fashion capital for menswear in the world. This year at VHIMW, look out for the best names in the country including those designers who have never shown their exclusive men's line in Delhi."

Mr. Ajay Ramchandran, Brand Head, Van Heusen, said, "The VHIMW is entering its third year, and we are delighted to continue the partnership with FDCI. The previous two events have provided a great fashion platform for Van Heusen. Our endeavour to associate with an exclusive Men's Fashion Week has paid rich dividends and more importantly has helped in building a bridge between the fashion fraternity and the real consumer."

**Fashion Design Council of India:** A not-for-profit organisation, FDCI is the apex fashion council of India. Represented by over 300 designers, FDCI takes Indian fashion global by promoting the 'business of fashion'. For details visit [www.fdc.org](http://www.fdc.org)

### **About Van Heusen**

Van Heusen is the world's No.1 Dress Shirt brand. It's no different in India, except that it is also the country's No. 1 premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category. The brand epitomises 'fashion for the corporate', and its design driver is the combination of fashion and elegance. Since its launch in 1990, Van Heusen has consistently tracked and understood the Indian male. In the last two decades the clothing preferences of Indian men have undergone many stages of evolution. At each turning point Van Heusen has stood witness to these changes – and has been ahead of the curve when it has come to forecasting emerging trends and making it accessible to the Indian consumer.