

VDOT by Van Heusen styles VH1 Supersonic

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~ 'Experience music and style like never before' ~



Bangalore: Get ready for an exhilarating and entertaining musical end to 2013. VDOT, the premium Clubwear brand from Van Heusen is a proud to announce itself as a 'style partner' for VH1 Supersonic.

Supersonic is a unique property, conceptualised by VH1 and curated by Nikhil Chinapa. The idea behind this festival is to engage music lovers through fresh sounds and exposing them to diverse musical sounds from around the world. VDOT is happy to help build the bridge between the global music scenario and the Indian audience and allowing them to experience world-class music like never before.

The VDOT line promises to give clubwear a complete makeover. A diverse collection that comprises an assortment of shirts, trousers, denims, knits, jackets, suits and blazers combined with progressive sense of fashion, fine fabrics and perfect accessorising, making it idiosyncratic, bold and yet sophisticated.

Since its debut in the fall-winter of 2006, VDOT has continued to set a scorching pace, and is today the fastest-growing clubwear brand in India. Stacked across exclusive Van Heusen stores across India, the brand is centred on the ever-shifting tastes of the youth. VDOT inherits its sophistication from Van Heusen, the premium lifestyle brand for men with its core strength being its extensive formal wear range. The brand embodies corporate fashion and reflects the expression of elegance in today's context.

Mr. Vinay Bhopatkar, Brand Head, Van Heusen, the presenting style partner, said: "We are delighted to partner as the 'style partner' with VH1 Supersonic. VDOT is our premium club wear brand from Van Heusen that provides consumers with edgy and modish looks. Associating with properties like Supersonic not only offers us an ideal platform to reach our target audience, but also brings alive the brand promise."

About Van Heusen

Van Heusen is India'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 in India. Van Heusen has consistently been ahead of the curve in understanding the evolving fashion needs of Indian professionals and making it accessible to the Indian consumer.

Today Van Heusen is not only the most preferred workwear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial and clubwear and this is what sets Van Heusen apart as the premium lifestyle brand.

VDOT from Van Heusen is now the most popular club-wear brand, brilliantly high on the

fashion quotient for the trendy young professionals who believe in working hard and partying harder, charming, charismatic and effortlessly cool. V dot is an invitation to be the showstopper for the young stylish clubber, because it provides a unique style statement, helping him be the cynosure of all eyes. The fits are trim, modern and sexy. The styling is bold and daring. And the attire is geared towards experimentation, exuding a 'wear it the way you like it' attitude.