

## Introducing Van Heusen 'SPORT'

March 2011

There are men you will never catch off-guard when it comes to turning out fashionably. Whether at a corporate outing or a Sunday brunch, casual wear is a must have.

This season, Van Heusen enters and redefines sport-inspired casual wear at one go with '**Van Heusen Sport**'. Breaking a few rules of traditional sport-inspired wear, the range adds a dash of fashionable modernity to the iconic 60s Ivy League 'day chic' look. The result is a whole new genre - Fashion Sport that blends classic American sport fashion with impeccable Italian aesthetics. The result is a fashionable line that can be worn to the office with as much élan as at a Sunday brunch.

The line is made up of soft shirts, fine-knits, laundered chinos and easy-to-wear semi-lined jackets in exceptional washes designed to give you a drape quite unlike anything. The range also features fine sporting elements that elegantly round off the sporty look. Impeccably crafted inside out, these garments are designed to look as good as new even after repeated wearing and washes.

So if you are looking to ease into an effortless day or work up a weekend brunch, do it with a Sport. It's by far the best way to go about things from here on.

Van Heusen Sport is out at Van Heusen Exclusive Stores and at leading retail stores everywhere.

The shirts are priced between Rs.1399 and Rs. 1899, trousers between Rs.1499 and Rs. 1799, knits between Rs. 899 and Rs. 1199, and jackets are priced at Rs.2999.

### **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.

**New Delhi:** C-15 Connaught Place, 41513981. South Ex. II. 41647925. Select City Walk, Saket, 42658321/22. Westgate Mall, 45508033. The Promenade, DLF, 46098284. District City Centre, Janakpuri, 25572222. Gujralsons, Ajmal Khan Road, 28753199 **NOIDA:** The Great India Place, 2456980. Sector-18, 4261108 **Gurgaon:** Ambience Island, 4665385/84. DLF City Center, 4067912. MGF Mall, MG Road, 4046212 **Faridabad:** Crown Build Tech, 4085322. Crown Plaza, Mathura Rd., 4012799 **Ghaziabad:** Shipra Mall, 4158748. **Lucknow:** Hazartganj, 4073150. Fun Republic Mall, 4080596. **Jaipur:** Triton Mall, 5156726. MGF Mall, 4027864. Govind

Marg, Raja Park, 4014809 **Meerut**: Abu Lane, 4033839. **Chandigarh**: SCO -34, Sector 17, 2728511 **Bangalore**: Brigade Road, 25585994. Garuda Mall, 41531022,. Forum Mall, 22067606 . Jayanagar 4th Block, 41749411. 100 Ft Road, Indira Nagar, 42115478. Commercial Street, 25594677**Hyderabad**: Banjara Hills, 42301308,. GVK One Mall, 44767833. Somajiguda, 66820733, Secunderabad: Parklane, 27812423 **Vizag**: Daba Gardens, 6633381 **Mangalore**: Yenepoya Chambers, 4266749**Mysore**: Devraj Mohalla, 4262771 **Mumbai**: Oberoi Mall, 28422385. Nirmal Lifestyle, 25610061. Inorbit Mall Vashi, 27810938. Inorbit Mall, Malad, 67410888. Infinity Mall, 26396747. R City Mall, Ghatkopar West, 67255575 **Pune**: M G Road, 26053280. J M Road, 25511014 **Surat**: Dharam Palace, 2255881. Iscon Mall 6565771, **Ahmedabad**: Iscon Mall, 40026335. C.G. Road, 32946754**Kolkata**: South City Mall, 40072201 **Bhubhaneshwar**: M.G. Road, 2533215 **Calicut**: Focus Mall, 4021404