

Van Heusen brings international fashion to Deoria, Uttar Pradesh

- Outlet houses an exclusive range of menswear starting from Rs 799



Deoria, 20th January 2022: : Van Heusen, India's leading power dressing brand from Aditya Birla Fashion and Retail Ltd (ABFRL), brings international fashion to Deoria, with its first brand outlet in the city. Located in midtown, the store offers the latest range of international fashion options for men at unmatched prices.

With the promise of premium fashion, the Deoria outlet is a one-stop shop for fashion-savvy consumers of the town. The store collection features a broad range of exciting designs and fresh styles in casual wear ranging from T-shirts, casual shirts, shorts, and denims along with, ceremonial and festive wear range of formal shirts, trousers, suits and blazers.

While the brand has a presence in over 170 cities across the country, with this outlet the brand has taken a step forward in expanding its offering to its customers in Tier 3 and 4 cities.

Mr. Abhay Bahugune, COO, Van Heusen said, *"We have led the fashion revolution and democratization of international fashion across the country. Our store in Deoria, will help expand our footprint in the state. There is a great demand in small towns, and we have received a promising response. We plan to make the brand more accessible at sharper prices in such cities."*



Store address: Van Heusen Store, 973, Ground Floor, Main Road Deoria, Deoria (UP)- 274001

Van Heusen has presented the collection at an incredible price of **Rs 799 onwards**.

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 25 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 across the entire spectrum of occasions like casuals, ceremonial and party wear.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as of March 31, 2021), 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 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as of 31st March 2021).

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

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

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 **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'

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