

Van Heusen Woman presents its Autumn Winter collection

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Classic yet edgy, minimalistic yet irresistible glamour



Van Heusen presents a plush collection that favors confident, bold, yet sophisticated femininity this fall. VH Woman embraces pragmatism and pushes the luxurious experimentation of minimalism.

The collection showcases a relaxed elegance that many women will identify with. It boils down to simple suggestions: an easy-fitting coat to slip over a blouse and fluid pants; a chic tailored jacket with a contrasting belt for the day; a long sweater to wear over tights for the evening.

The collection proves that black 'n white chic and sophisticated looks across categories will never go out of style. Classic Van Heusen Woman colors come together in a range of formals and informals. The prints are bold, the silhouettes are clean and the shirts, blouses, and dress jackets are stylised.

A hint of gray is added to the current fall favorites of purple and red. This is contemporary fall fashion at its peak with argyles and geometric prints. The addition of grey and charcoal bottoms to purple short jackets, knit tops and knit dresses brings out the drama in the fall wardrobe. Fall's rich color palette is further enhanced with the warmth of olive green and chocolate brown. Wild graphic prints on green knits and sweaters combined with rich chocolate brown jackets will pop up in every fall editorial this season. The combination of olive greens with chocolate brown skirts and trousers in corduroy craft an extremely appealing look. The new combination of electric blues and raven blacks create the hottest color for fall. Black denims paired with black and blue knits, long wrap sweaters with contrasting belts harken back to the late '80s and early '90s and makes women shine in a warm winter glow. The new breed of neutrals, a combination of charcoal, chocolate and grey redefine the entire category of fall colors. Grey tweed jackets, striped sweater dresses and knits teamed with contrasting belts expertly build a jet setting look. Finally, fall's fantastic blend of red and black is true love at first bite.

Classic, yet edgy and hot; red dresses, jackets and tops in knits and wovens starkly contrasted by black bottoms and jackets showcase nothing but sheer intensity this fall.

Strongest, in fact, are the outfits with a modicum of austerity, like the tailored suit with an arched collar and shoulder pads; the dual toned jacket, easy without and fierce with a belt; the extremely sleek double breasted linear jacket. Each of these showstoppers showcase, undeniably, the epitome of the VH Woman signature.

The final word is sophistication, with couture-level handiwork combined with a sense of reality that is bound to send VH Women out of the store styled in minimalistic, yet irresistible glamour.

Available at all Van Heusen Exclusive stores and leading outlets.

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