



## Van Heusen Innerwear flaunts its new 'Your Summer #Skinwear' campaign

~ Actor Sumeet Vyas plays the lead role depicting '*expectations vs reality*' for a common man ~

**Mumbai, July 4, 2018** - Summers can be harsh and uncomfortable, especially for the nether regions of a man's body. **Van Heusen Innerwear & Athleisure** presents a unique solution for men. The brand's new '**Your Summer #Skinwear**' campaign highlights the new innerwear collection through its latest campaign that depicts smart interplay between *expectations and reality*.

The video features celebrity protagonist Sumeet Vyas and his attempts to survive a hot summer day. The digital campaign showcases new anti-bacterial #Skinwear range, which is a summer friendly collection.

Says **Puneet Kumar Malik, COO, Innerwear business, Aditya Birla Fashion and Retail Ltd.**, *"As a business, Innovation is at the core of our strategy, and with the power of digital storytelling and contextual targeting, we have built connect with the intended consumer group at the right time. We wanted to ensure the product attributes stand out and show the customer how we address their everyday pain points."*

The digital ad film was conceptualized and executed by **Happy McGarry Bowen**. Comments **Naren Kaushik, Creative Director, Happy McGarry Bowen**, *"Summers stand for cold drinks, vacations, beaches and holidays. Summers also stand for heat, humidity, sweat, odour and discomfort. This dichotomy of summer is the genesis of the digital film 'Expectation vs Reality'. He journeys through his day bearing the brunt of the heat when ideally; he would like to have it differently. The message we wanted to send home was that the summer we want and the one we get are quite different. At least, when it comes to men's innerwear, Van Heusen now has it sorted with its Anti-Bacterial #Skinwear"*.

**Campaign Link:** [https://www.youtube.com/watch?v=cm9d\\_KmsF8](https://www.youtube.com/watch?v=cm9d_KmsF8)

The Anti-Bacterial #Skinwear comes with its innovative '**All Day Fresh and Colour Fresh Technology**' which keeps men dry & comfortable all day, along with retaining the new look of the fabric for a longer duration.

Van Heusen's Innerwear has an exciting range of four collections including **Classic, Platinum, Signature and Active**. Each collection has been designed to offer a differentiated range to various consumer segments.



**Classic** – The classy wardrobe essential with performance features like *all day fresh* and *colour fresh*. - **The range starts from Rs. 150**

**Platinum** – Offers sophisticated styling and elevated comfort with *Pima cotton*. - **The range starts from Rs. 279**

**Signature** – Fashion innerwear with *Flexi stretch* feature for body defining fit. - **The range starts from Rs. 289**

**Active** – True sports innerwear with *Swift Dry* feature. - **The range starts from Rs. 259**

**Athleisure** – A multi-purpose range created for the Gym, the Brunch and the Street. Crafted with elevated fashion and new age fabric, it also comes with a *Smart-Tech* feature that offers benefits like quick dry, stain release and anti-stat, making this a true cross-over between fitness and fashion - **The range starts from Rs.279**

**Metropolis** Athleisure collection elevates the customer with garments that have Quick Dry, Easy Stretch & Media Pockets while on the move – **The range starts from Rs. 799**

**About Van Heusen:** Van Heusen is India's No. 1 premium lifestyle brand for Men and Women. With a rich heritage of 128 years in the US, the brand entered India in 1990. Over a period of its 25 years of history in India, Van Heusen has emerged as a fashion authority for the ever evolving Indian professionals becoming the go-to source for the latest in fashion trends as well as for expert advice on what to wear, when to wear it and how to wear it. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial and party wear. The brand embodies the positioning, 'POWER DRESSING'. Van Heusen customers are the corporate leaders for whom elegance and style are not just fads, but a philosophy. Thus the Van Heusen range is modern, minimalistic and timeless in design and is distinguished by high quality. Van Heusen with its distinctive and fashionable range of products helps corporate leaders create their best impact, as much through style as for substance.

**About Aditya Birla Fashion and Retail Limited:** Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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