



Van Heusen launches its flagship stores in Bangalore

~Located at Brigade Road and HSR Layout~

Bangalore, 27th September 2018: Van Heusen, India’s leading premium formal fashion brand from Aditya Birla Fashion and Retail Limited, unveils its flagship stores in Brigade Road and HSR Layout, Bangalore. With the art of designs, science of fabrics and an international shopping experience, Van Heusen marks a new milestone in city’s fashion culture. The new stores will house the exclusive Van Heusen **men’s wear and women’s wear** collections.

Located in the heart of the city, the new stores cater to fashionable young professionals looking to create the right impact, the exclusive brand stores will offer an array of wardrobe options, for men and women, ranging from corporate suits to fashion jackets, casual work-wear to club wear and the right accessories to complete the look.

On the occasion of the store launch **Abhay Bahugune, Chief Operating Officer, Van Heusen, Aditya Birla Fashion and Retail Ltd** said, *“Van Heusen has over the last decade carved a niche for itself as a renowned*

fashion brand with a strong presence across leading cities and towns in India. Today, Van Heusen enjoys a high recall value and is perceived as a brand that provides power dressing to the young professionals. Being the third largest city of India, Bangalore is an important market for us. The new launch of our new brand outlets at Brigade Road and HSR Layout takes the store count in the city to 53. We are delighted with the overwhelming response received and are confident to cater to the growing demand with the right offering.”

For the young professionals of this garden city, the store will also house collections from Van Heusen’s sub-brands including **VDot and VH Sport**. Each product line reflects the latest cuts and fits, along with cutting edge innovation in fabric and technology.

Taking a fresh approach towards casual men’s wear and women’s wear, the VDot line of clothes are bold and expressive in terms of styles and designs.

The VH Sport range is made with knits, stretchable fabric and blends of linen, making the ensembles breathable and refreshing, and the preferred choice for both office wear and beyond. Aimed at the dynamic, ambitious and intelligent women, Van Heusen Woman collection is polished, classy and chic in style. The trendsetting line which is smart yet

Store – Brigade Road	Store - HSR Layout
Area: 2342 sq ft	Area: 1840 sq ft
52nd Store in Bangalore	53rd Store in Bangalore
Address: Van Heusen Store, No 191 & Part Of 193 , Brigade Road, Bangalore – 560001	Address: 27th Main Road, No. 424, 10th Cross Road, 1st sector, Bangalore – 560102



effortlessly feminine addresses today's woman, and offers a whole gamut of styles from shift dresses to coordinated Van Heusen suits for women.

About Van Heusen:

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in United States of America, 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 consumer and has established itself as the one stop destination for the latest trends. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles across the entire spectrum of occasions like casuals, ceremonial and party wear.

About Aditya Birla Fashion and Retail Limited: 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 Pantaloon 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.

For further information, please contact:

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