

Van Heusen launches its uniquely engineered wardrobe 'Move Labs' with a new TVC

~Featuring Chase Armitage – a renowned exponent of the sport of Parkour ~

Mumbai, October 25, 2018: Van Heusen, India's premium fashion power house brand for men and women from Aditya Birla Fashion and Retail Limited, unveiled its latest innovative range for the contemporary man. *Move Labs* is a collection of engineered apparel crafted from ultra-stretchable fabric, with thoughtful design and an impressive aesthetic quotient. Its unique design and fabric not only adds a touch of class to wardrobes, but also adjusts to the dynamic lifestyle of the modern man. The dynamism that it lends to formal wear is clearly evident in the new TVC which shows Chase Armitage, an international Parkour artist performing gravity defying stunts attired in clothes from the *Move Labs* collection. The TVC showcases the functionality and aesthetics of the new collection effectively.

Parkour, as a sporting discipline, is developed from military obstacle course training. The drill requires an ease of movement; which resonates in spirit with the *Move Labs* Collection.

The audio-visual begins with a fully-attired and ready-for-work Armitage finding himself stuck in a traffic jam. Sporting Van Heusen's *Move Labs* collection, he more than hops, jumps and skips his way through the meandering traffic and congestion on the streets of London to reach his destination. The TVC attempts to make a powerful fashion statement while conveying the strength of the ergonomically engineered design of the collection. The collection is a first-of-its kind offering from the brand, which enhances the functionality of formal wear and makes it more dynamic.

Speaking on the campaign launch, **Abhay Bahugune, Chief Operating Officer, Van Heusen, Aditya Birla Fashion and Lifestyle Limited** said, *"We are very excited to launch Van Heusen's Move Labs collection, the first of its kind in India and in line with our larger vision of providing fashion with functionality through a range of innovative products that exceed our consumer's expectations on the parameters of comfort, convenience and class."*

Saikat Mitra, Creative Director, Van Heusen added *"Comfort is the new cool. Fashion meets Technology to create free flowing movement for active young professionals on the go! With Move Labs we researched 'comfort dynamics' to develop maximum comfort through razor sharp tailoring in New Age Blends, Smart Knits, High Stretch Fabrics, Performance Features and Engineered Ergonomics. We are pleased to partner with Chase Armitage and London served as the perfect setting for the best experiment in the world of tailoring. Watching him perform his daring stunts with utmost comfort reinstated the ethos of the Move Lab collection."*



Pramod Chavan, Creative Director, Famous Innovations, said, "*We wanted to bring alive the innovativeness of the Van Heusen Move Labs collection in an interesting way. Parkour as a context complimented London as the setting to perfectly represent the functionality of the collection. Van Heusen, the brand is all about high energy, action, dynamism and this was a great opportunity to showcase the same.*"

Collection Features:

Four way stretch suits

The Van Heusen *Move Labs* suit blends wool & new blends with elastane for enhanced flexibility. In the suit jackets, super stretch panels in the shoulder within the jacket lining facilitate an extreme range of shoulder and arm motion.

New Age Blends

The new Van Heusen *Move Labs* shirt is a rich blend of premium cotton, nylon and spandex for enhanced flexibility, shape and fit. It makes the modern man look prim and proper throughout his busy day.

Elbow stretch

The *Move Labs* shirts and suits are equipped with elbow stretch panels to allow the wearer agility and comfort to make him appear impeccably well dressed.

Auto flex-waist band

Formal and casual trousers are tailored to fit with an auto flex-waist band for ultimate comfort and supreme fit.

Shoe Innovations

The first-of-its-kind *Move Labs* shoes come with Moulded heel design which absorbs body weight; it has flexible construction for easy movement and multi density layer & gel insole for enhanced cushioning.

Catch the Van Heusen Campaign here: https://www.youtube.com/watch?v=D3QpW_GI0_w

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 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.

For further information, please contact:

Janet Arole | Head – Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@adityabirla.com