



Van Heusen, premium menswear brand launches 3rd store in Ranchi

Ranchi, November 3, 2018: Van Heusen, India's leading premium formal fashion brand from Aditya Birla Fashion and Retail Limited, today unveiled its 3rd store in Ranchi thus marking a milestone in the city's fashion culture.

Spread across 578 sq.ft the new Van Heusen store is located in the heart of the city. The upscale fashion destination will cater to fashionable young professionals looking to create the right impact. The exclusive brand store 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.

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 menswear, 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, refreshing, and the preferred choice for both office wear and casual wear.

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. The brand has received an overwhelming response during the launch of its first 2 stores in the city. With the unveiling of the newest outlet the brand intends to strengthen its foothold in the city's evolving fashion landscape.

Store Address: Van Heusen, Hilife Retail & Fashion LLP, Ground Floor, Shop No G007, Nucleus Mall, Circular Road Ranchi 834001

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:

Aditya Birla Fashion and Retail Ltd. (ABFRL) is India's No 1. Fashion and 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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