

Van Heusen unveils its first exclusive store in Ranchi

13 June 2013

~ Extending its presence in the city with its 1st flagship store ~



Ranchi: Van Heusen, India's no.1 premium lifestyle brand today opened its first exclusive store at Spring City mall, Hinoo, Ranchi making the brand accessible to its discerning consumers in the city.

The store will offer its patrons an enticing shopping experience. With elegant interiors, the new Van Heusen store is sophisticated and individualistic, catering to every sartorial need of the consumers by providing the entire clothing range including, VDot and Van Heusen Sport. The store also houses the latest Spring Summer'13 collection from Van Heusen

making it the trend destination for Ranchi customers.

The brand new store has something for every occasion, giving you an abundance of options from formal and casual wear to the most preferred club wear that will help you make a stellar fashion statement. The wide range of fashion apparel from Van Heusen includes an assortment of dresses, shirts, skirts, tunics, t-shirts and accessories for women and shirts, trousers, suits and blazers, and t-shirts for men making it the trend destination to the city's audience.



On the occasion of the new store launch Mr. Vinay Bhopatkar, Brand Head, Van Heusen said: "We are happy to launch our first store in the city. We look forward to the opportunity to serve the large and dynamic market of Ranchi with the distinctive fashion, great value and exciting shopping experience for which Van Heusen is well known. Focus in this part of the country and Ranchi will play a key role in the brand's journey."

The new store activation shows the importance of the eastern region in the brand's distribution strategy. The brand has been on an aggressive expansion spree in the eastern market and aims to increase its presence by

opening more stores in the current financial year.

Store Address:

Van Heusen
1st floor, Spring City mall

Hinoo
Ranchi

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category in India. Van Heusen has consistently been ahead of the curve in understanding the evolving fashion needs of Indian professionals and making it accessible to the Indian consumer. 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 and this is what sets Van Heusen apart as the premium lifestyle brand.