



Van Heusen Announces Celebrated Actor Taapsee Pannu as its New Brand Ambassador for Women's Fashion

Launches new campaign positioned around the thought 'Lead Every Role'

Mumbai: September 16, 2024: - Van Heusen, India's leading power dressing brand from Aditya Birla Fashion and Retail Ltd., proudly announces its association with the exceptionally talented and versatile actress, **Taapsee Pannu**, as its new brand ambassador.

Van Heusen is a brand for the doers who are bringing about impactful change in modern India. The brand constantly endeavours to offer consumers the best of fashion and functionality. Taapsee is a leading actress who has created an impact through her movies. She represents the modern woman of today who is purposive, confident, powerful, and always on the go.

Van Heusen's product portfolio is designed to be a catalyst in the dynamic lifestyle of **the** woman of today. The brand offers fashion choices and products across occasions, right from formals, casuals, travel, **and** evening, and thus enables women to create **an** impact in every role. Through this association, Van Heusen's versatility is complemented by the multi-faceted personality of Taapsee, who has had extremely versatile roles in her career and **personally, as she constantly aspires to excel** in different things.

The "*Lead Every Role*" campaign by Van Heusen is a perfect showcase of Van Heusen's versatile modern fashion and Taapsee's impactful personality. The campaign will be featured prominently across leading digital platforms.



Commenting on this association, **Mr. Abhay Bahugune, Chief Operating Officer, Van Heusen**, stated, *“We are committed to being the force multiplier for modern, discerning women. We are excited to have Taapsee on board as she truly represents the ambitious and relentless woman of today. Taapsee is a seamless fit for Van Heusen as she has a confident personality and a strong personal mission, much like many of Van Heusen’s women customers. This is a great leap for the brand to be able to live up to the mantle of being India’s leading western wear brand for women.”*

Commenting on her association with Van Heusen, **Taapsee Pannu** said, *“I’m extremely happy and thrilled to be the new face of Van Heusen because I feel this brand truly represents today’s modern Indian woman who is ambitious and self-made. Van Heusen has versatile and fashionable offerings, and I am super glad to be part of the Lead Every Role campaign, as this concept is extremely close to my heart.”*

Van Heusen’s focus on womenswear is only getting bigger, with a presence in over 150+ Van Heusen stores across the country, availability in leading departmental stores like Lifestyle, Shoppers Stop, Pantaloons, and Centro, across leading online marketplaces like Amazon, Myntra, and more, as well as Van Heusen’s exclusive website and app.

Link to the campaign: https://youtu.be/bJmsE-F6_64

About Van Heusen

Van Heusen is India’s No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the United States of America, the brand entered India in 1990. Over its 33 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 workwear brand but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial, party wear and activewear.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), it is India’s first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

It has a repertoire of India’s largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India’s leading fashion retailers.

Company’s international Brands portfolio includes - **The Collective**, Amongst India’s largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette**.

The Company’s foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers **‘Shantanu & Nikhil’, ‘Tarun Tahiliani’, ‘Sabyasachi’** and **‘House of Masaba’**.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

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