

Van Heusen Marks its Foray into Eveningwear

Launches New Sub-Brand "VH Evening" for Men and Women



Bengaluru, December 12, 2024: Van Heusen, long associated with premium formal and wedding wear from Aditya Birla Fashion and Retail Limited, is entering a new category with the launch of its sub-brand, 'VH Evening,' an innovative line designed to redefine evening elegance. Marking its foray into the expressive eveningwear segment, VH Evening is designed for both men and women, offering stylish, dressed-up casuals that go beyond traditional office wear and infuse a modern edge to after-hours style.

VH Evening's launch signals Van Heusen's commitment to bringing art-inspired fashion into premium casual and eveningwear, blending sophistication with fresh, dynamic looks.

Building on its reputation for high-quality formal attire, Van Heusen responds to the evolving fashion sensibilities of modern professionals with VH Evening. As casualization trends continue to reshape the landscape, there is a growing desire for attire that balances sophistication with casual ease. VH Evening fulfills this need, bridging the gap between formal and casual wardrobes. This new sub-brand introduces a bold and expressive take on eveningwear, offering men and women the opportunity to elevate their off duty looks while maintaining the polish and finesse associated with Van Heusen.

Commenting on the launch, **Mr. Abhay Bahugune, Chief Operating Officer, Van Heusen**, said, *“At Van Heusen, we continuously strive to stay ahead of evolving consumer preferences, and the launch of VH Evening is a testament to that commitment. We identified a significant gap in the market for sophisticated eveningwear that allows for bold self-expression without compromising on elegance. VH Evening not only addresses this demand but redefines the category by offering a seamless blend of individuality, refinement, and versatility. This new sub-brand is designed to empower individuals to stand out with confidence, embodying the perfect synergy of style and substance that defines the modern consumer.”*

The debut collection, ‘Born of Art,’ is a thoughtfully curated line drawing inspiration from some of history's most significant art movements, including the Renaissance, Cubism, and Impressionism. Melding classic and contemporary influences, the collection embodies a creative ethos and is crafted for those who appreciate art in every form, seeking to wear it as an extension of their personality. Notably, ‘Born of Art’ pieces are designed to allow effortless transitions from day to night, bridging the gap between formal and casual looks.

Commenting on the collection, **Mr. Gaurav Raheja, Design Director, Van Heusen** said, *“The ‘Born of Art’ collection redefines the essence of eveningwear by seamlessly blending timeless artistic movements with cutting-edge design. With VH Evening, we’ve crafted a line where every detail—from bold, statement prints inspired by Renaissance and Cubist art to subtle, refined touches like artistic motifs—tells a story of creativity and individuality. This collection is not just an evolution in design; it’s a bold declaration of how art and fashion can intersect to create wearable masterpieces. VH Evening empowers the modern professional to make a striking yet sophisticated statement, turning every moment into a canvas for self-expression.”*



Born of Art Collection: A Fusion of Fashion and Fine Art

The 'Born of Art' collection celebrates artistic expression and individuality, drawing inspiration from art movements such as the Renaissance, Cubism, and Impressionism. Each piece is meticulously curated to reflect timeless art influences, incorporating forward-thinking designs that align with the tastes of the modern professional.

- The collection features an expansive range of apparel for both men and women, from elegantly designed blazers, sophisticated suits, and dresses to shirts and T-shirts, providing a versatile selection that suits a variety of evening occasions and social settings.

- The design philosophy embraces both maximalist and minimalist aesthetics, with some pieces showcasing bold, art-inspired prints, while others focus on subtle detailing, such as artistic motifs in linings or under collars, offering an added layer of sophistication.
- Crafted with contemporary silhouettes, the 'Born of Art' collection enables a refined yet relaxed aesthetic, catering to young professionals who value both fashion and function. VH Evening positions Van Heusen at the intersection of art and fashion, helping individuals express their personalities through unique, stylish, and refined clothing.

A Campaign Inspired by Art: 'Frame'

Van Heusen pushes creative boundaries with 'Frame,' the immersive marketing campaign supporting VH Evening's debut. Drawing directly from the art world, 'Frame' treats each item in the collection as a wearable masterpiece, emphasizing the concept of wearable art for style-conscious audiences. Every visual in the campaign is set against an art gallery-like backdrop, underscoring the connection between fashion and fine art. Key visual assets feature models in gallery spaces, engaging with the artwork on display, creating an immersive experience that blurs the lines between art appreciation and fashion expression. The campaign aims to position VH Evening as an aspirational label for a discerning audience, making it a perfect fit for both fashion-forward and professional spaces. Media plans include a high-visibility launch across digital, print, and out-of-home platforms to reach an engaged audience across India.

With VH Evening, Van Heusen is not just launching a new line but also positioning itself at the confluence of art and fashion. The collection's emphasis on artistic expression aligns with the brand's goal to help individuals express their personalities through what they wear, making each piece more than just clothing—it's a statement.

The Born of Art collection will be available at Van Heusen stores nationwide and online. As part of the launch, customers will also have the opportunity to experience the collection through unique pop-up gallery events in major cities, further reinforcing the collection's art-inspired theme.



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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