

Van Heusen’s New Campaign ‘Frame’ Redefines Eveningwear

Launches VH Evening, a Sub-Brand Inspired by Art and Elegance



National, December 12, 2024: Van Heusen, long associated with premium formal and wedding wear from Aditya Birla Fashion and Retail Limited, is set to make waves in the eveningwear segment with the launch of its sub-brand, ‘VH Evening.’ At the heart of this launch is ‘Frame,’ an immersive marketing campaign that positions VH Evening as a fusion of art and fashion, aimed at redefining evening elegance for both men and women.

‘VH Evening’ is designed for stylish, dressed-up casuals for men and women that go beyond traditional office wear, infusing a modern edge to after-hours style. Its launch signals Van Heusen’s commitment to bringing premium, casual and eveningwear, blending sophistication with fresh and dynamic looks.

Commenting on the campaign, **Mr. Aditya Menon, Assistant Vice President - Marketing, Van Heusen** said, *“VH Evening is more than just a sub-brand; it is a statement of Van Heusen’s commitment to building its strength in today’s dynamic fashion landscape. With the launch of our campaign ‘Frame,’ we’re amplifying the concept of wearable art, creating a deep connection between our consumers and the artistry behind*

every piece in the collection. By leveraging a 360-degree marketing strategy spanning digital, print, and experiential activations, we aim to establish VH Evening as the go-to label for discerning audiences looking for premium eveningwear that combines sophistication with self-expression.”



A Campaign Inspired by Art: ‘Frame’

Van Heusen pushes creative boundaries with ‘Frame,’ the core creative 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 includes a high-visibility launch across digital, print, and out-of-home platforms, ensuring maximum reach among urban and fashion-forward audiences. Additionally, experiential activations such as pop-up gallery installations in major cities will give customers a chance to interact with the collection in a unique, art-inspired setting.

Through 'Frame,' Van Heusen aims to position VH Evening as an aspirational label, catering to a discerning audience looking for premium eveningwear that balances sophistication with self-expression. The campaign reinforces Van Heusen's vision of making every piece a statement, allowing consumers to connect deeply with the artistry behind the collection.

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.

- 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.
- Crafted with contemporary silhouettes, the collection reflects bold, art-inspired prints and subtle detailing, such as artistic motifs in linings or under collars, providing a versatile selection for evening occasions and social settings.

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 pop-up gallery events in major cities, reinforcing the campaign's art-inspired theme.

Link to the campaign: <https://www.instagram.com/reel/DBgkSGOSxU5/>

https://www.instagram.com/reel/DB_a_wCgvyQ/



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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