

Van Heusen Innerwear and Athleisure is one of the most innovative and fashion forward brands launched in the year 2016, aiming to redefine the category codes in mid premium segment. Built on the pillars of innovation, performance, sophistication and fashion, the brand offers a wide range of styles across innerwear, athleisure, activewear and loungewear catering to the ever evolving lifestyle needs of new age consumers.

The brand with its commendable Trade network has also expanded its retail footprint and grew significantly across E-Commerce platforms. Van Heusen Innerwear was also recognized as “Best Men’s innerwear brand” for the year 2023 by Myntra. The brand launched a robust Nationwide Campaign in FY24featuring renowned Indian cricketer Hardik Pandya to significantly boost large scale awareness and consideration for Van Heusen innerwear.

The Brand is all set to achieve new milestones with its Product leadership.