



Van Heusen, premium fashion brand launches its 2600 sq. ft. store in Dimapur, largest in the Eastern Market

Dimapur, December 14, 2018: Van Heusen, India's leading premium formal fashion brand from Aditya Birla Fashion and Retail Limited, unveils its latest store in Dimapur, the largest in the East, thus marking a milestone in the fashion spectrum.

Located in the heart of the city the new Van Heusen store is spread across a sprawling **2600 sq.ft.** and will cater to fashionable young professionals looking to create the right impact. The swanky brand store will offer an array of wardrobe options, for men and women, ranging from corporate suits to fashion jackets, casual work-wear to club wear and the right accessories to complete the look. The store will also house the newly launched Van Heusen Men's and Women's Innerwear and Athleisure range.

The store will also house collections from Van Heusen's sub-brands including VDot and VH Sport. Each product line reflects the latest cuts and fits, along with cutting edge innovation in fabric and technology.

Taking a fresh approach towards casual menswear and womenswear, the VDot line of clothes are bold and expressive in terms of styles and designs.

The VH Sport range is made with knits, stretchable fabric and blends of linen, making the ensembles breathable and refreshing, and the preferred choice for both office wear and beyond.

The latest Innerwear, Athleisure and Loungewear for men and women are a collection of new and innovative product bearing features for best-in-class comfort and fit. Each product which has been crafted with elevated fashion and new age fabric is designed to offer a differentiated range to the various consumer segments.

Van Heusen has over the last decade carved a niche for itself as a renowned fashion brand with a strong presence across leading cities and towns in India. Today it enjoys a high recall value and is perceived as a brand which provides power dressing to the young professionals. With the launch of the largest store in the eastern zone the brand will strive to provide the consumers with superior merchandise and an international shopping experience

Store Address: Van Heusen, Urban Blaze, Grace Complex, Opposite Holy Cross School, Circular Road, Dimapur 797112

Phone 03862224426



About Van Heusen:

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in United States of America, the brand entered India in 1990. Over a period of its 25 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 work wear brand, but also effortlessly straddles across the entire spectrum of occasions like casuals, ceremonial and party wear.

About Aditya Birla Fashion and Retail Limited:

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1 Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets.

For further information, please contact:

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