



## Van Heusen Unveils the Next Edition of Innovative Formalwear MOVE LABS 'THE AIRPORT COLLECTION'

*The brand has released a new TVC featuring International Parkour Artist Chase Armitage, TVC will go live nationally in 1300+ movie theatres, digital and electronics platforms*

**October 3, 2019, 2019, Mumbai:** Van Heusen, India's premium menswear brand from Aditya Birla Fashion and Retail Limited reveals the **next edition** of **MOVE LABS COLLECTION**, a **uniquely engineered line** for the contemporary man. The brand has launched a **thrilling new TVC** featuring international Parkour artist **Chase Armitage** performing gravity defying stunts, attired in the ergonomically tailored garments. Under the umbrella of Move Labs, the brand has launched **THE AIRPORT COLLECTION**. Crafted from new-age blends of ultra- stretchable fabric, the collection is lightweight, wrinkle free and allows an ease of movement that makes travelling seamlessly comfortable which resonates with the fast paced lifestyle of consumers today.

The brand has launched a comprehensive marketing campaign which will debut nationally across multiple mediums – **Television, Cinema, Social media and Out of Home**. Conceptualized by **Famous Innovations** the 45 seconds film will be aired nationally across **1300+ movie screens**, digital, electronics and will be supported through a diverse promotion strategy in the upcoming months.

**The AIRPORT COLLECTION from MOVE LABS** consists of pieces which enhance the functionality of menswear. The collection boasts of knitted trousers and blazers in a color palette of modern blues, dusty olives, corals and neutrals. The bi-stretch suit which is a fashion marvel is equipped with auto-flex waist band, elbow stretch and gripper for unrestricted movement.

**Speaking on the campaign Abhay Bahugune, COO, Van Heusen said** "The newest AIRPORT COLLECTION from MOVE LABS defines the dynamic achievers, the modern man with a curated personal sense of style, which is confident, precise, classy and compliments his busy lifestyle. For this fresh campaign we are pleased to renew our partnership with Chase Armitage whose parkour skill uncovers the versatility of the newest MOVE LABS Collection. The brand is reaffirming its commitment to the latest project of the season which has already gained a reputation amongst our patrons, with the tagline: **Power to MOVE.**"

Set inside a busy airport the fast paced TVC puts the spotlight on Chase Armitage who helps an aide worker retrieve her travel documents in the nick of time. He exhibits powerful parkour stunts, crossing hurdles making his way through the meandering crowd thus displaying determination and resilience. He is sporting the latest collection from MOVE LABS with the Van



Heusen motif emblazoned on his cuff. His spirit which is similar to his choice of attire stays powerful, prepared, fluid and in action.

**Catch the MOVE action here**

<https://www.youtube.com/watch?v=xjDODJEPZk0>

<https://www.instagram.com/p/B2o-YhrgyoK/>

**Saikat Mitra, Creative Director Van Heusen added** "The distinct construction within the pieces of this line is what defines incomparable and unique tailoring. The line exudes a powerful amalgamation of performance infused style and dynamic comfort. With our latest MOVE LABS Collection - formalwear are no longer deemed restrictive and monotonous. The aesthetically fresh designs render innovation and functionality to the wardrobe of a man proposing to conquer everyday styling while staying sharp and active."

**Mithila Saraf, Business Head, Famous Innovations, added,** "This campaign takes forward the promise of free movement that was established with our London parkour film last year. In addition to being dynamic and high on adrenaline, the campaign also shows the brand in a new light by featuring a protagonist who uses his powers for the greater good. It was an action-packed experience in filmmaking as every stunt was shot live without any CGI. With these campaigns, our aim is to create a new narrative in the stoic and serious category of men's formals, and therefore make the category aspirational for the young once again."

**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:**

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18,000+ multi-brand outlets and 5,000+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years.



Pantaloons is one of India's largest value fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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