



## Honorable Minister Sri Chandra Shekhar Sahu Unveils the First Fashion Destination of Van Heusen In Brahmapur, Odisha

The New Store Will House the Newly Launch MOVE LABS The Airport Collection, a range of uniquely designed formalwear for contemporary men

**Brahmapur, October 8, 2019:** Van Heusen, India's premium formal wear brand from Aditya Birla Fashion and Retail Limited, unveiled its maiden store in **Brahmapur, Odisha** thus marking yet another milestone in the fashion spectrum. The newest shopping destination in the city was inaugurated by **Honorable Minister and Member of Parliament Sri Chandra Shekhar Sahu** amidst much fanfare.

Located in the heart of the city at **Ganesh Bhawan, Hanuman Bazar Road** the new Van Heusen store is spread across a sprawling **750 sq.ft.** caters to the fashionable young professionals in the city looking to create the right impact. The swanky brand outlet will offer an array of wardrobe options, for **men ranging from corporate suits, fashion blazers, work-wear club wear and the right accessories to compliment diverse looks.** The store will also house the newly launched **Van Heusen Men's Innerwear and Athleisure range**, a collection of new and innovative products bearing features for best-in-class comfort and fit.

This has been a momentous year for the brand which has recently unveiled revealed the impressive **MOVE LABS The Airport Collection**, a range of uniquely engineered line of formalwear for the contemporary men. The new store in Brahmapur will house wide ranging merchandises from both the collections.

Addressing the varied fashion perquisites the new store will also boast of collections from Van Heusen's sub-brands **VDot and VH Sport.** Each product in this range reflects the latest cuts and fits, along with cutting edge innovation in fabric and technology. Taking a fresh approach towards casual menswear, 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.

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 latest store in Odisha the brand will strive to provide the consumers with superior merchandise and an international shopping experience



**Store Address: Van Heusen Store, Ground Floor, Ganesh Bhawan, Hanuman Bazar Road, Sano Bazar, Triveni Nagar, Ganjam, Berhampur, 751007**

**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.

**For further information, please contact:**

Janet Arole | AVP & Head Corporate Communications, Aditya Birla Fashion and Retail Limited |  
janet.arole@adityabirla.com