



## Van Heusen presents a 60 cities media campaign 'Carry Your World' with Jacqueline Fernandez

*~The campaign has been launched across TV, Print and Digital for 60 days~*

**Mumbai, March 18, 2019:** Van Heusen, India's leading power dressing brand from **Aditya Birla Fashion and Retail Ltd.** has upped its marketing plan with a host of initiatives to build a strong connect with its consumers. The brand has launched a comprehensive 'Carry your World' campaign featuring India's leading Bollywood star **Jacqueline Fernandez across 60 cities for two months.** The campaign will be featured in multiple mediums such as television, print and online as well. A 40-second video will be launched across digital channels and movie screens and will be supported through diverse print and TV promotions in the coming months.

The commercial symbolically puts the spotlight on the Van Heusen Woman who is an independent and a modern woman, willing to define life on her own unique terms and make her mark on the world. Armed with a sprightly attitude and a fresh perspective, she uses fashion as a means to show her passion. Recently, **Van Heusen** announced actress **Jacqueline Fernandez** as the **Face of Van Heusen's handbag segment.**

Speaking on the campaign **Abhay Bahugune, COO, Van Heusen** said *"The newest 'Carry Your World' campaign celebrates the effortless style that resonates the independent and empowered woman of today. The premise of the campaign seeks to explore the brand's identity through language and emotion, to shine a spotlight on our newest handbag collection where fashion and functionality meet mobility in every piece. We are proud to associate with Jacqueline Fernandez as she personifies with the brand personality."*

Conceptualized by **Famous Innovations**, the TVC showcases the actress, who embodies the easy spirit, charm and elegance of the Van Heusen Woman. The TVC highlights how the Van Heusen bag remains her constant companion at different settings be it the workplace, at social meetings or for a fun night out. The frame opens with a vivacious Jacqueline donning multiple roles as she juggles many worlds and personas during the day. Her Van Heusen bag therefore compliments her different looks in which she literally carries her world. The shot closes with the actress looking gorgeous and vibrant as she straddles her handbag with enthusiasm, passion and liveliness expressing her free-spirited individuality. The stunning visuals in the video are accompanied by a catchy background score.

Commenting on the video launch **Raj Kamble, Founder & CCO, Famous Innovations** said *"A power figure, a fashion icon and a go-getter, Jacqueline Fernandez perfectly embodies the ethos of Van Heusen Woman. Our brief was to bring alive the functionality of Van Heusen's hero bag, which is designed keeping in mind the modern woman's lifestyle. We started with the insight that the ambitious woman of today is always on the go and the long, dynamic days mean that*



*she needs to be prepared for anything. Therefore, she carries her world with her. We've portrayed the same in the film in a visually interesting manner."*

You can watch the campaign on <https://www.youtube.com/watch?v=kLA4gnWtf5A>

#### **About the Collection:**

The collection comprises of some key pieces - Carry Your World, a bag that acts as a woman's efficiency partner. Right from laptop, Ipad, notebook, water bottle, chargers, keys, make-up and essentials, this bag is designed to organize her entire world in a convenient manner, enabling her to carry her world wherever she goes. Other key pieces to look out for are the 2-in-1 Reversible bags that transform your look in seconds – worn 2 sides with different colours on each side with a big detachable inside pouch, the Convertible bags that come with extra changeable flap – essentially 2 bags for the price of 1 and the Van Heusen Monogram set of totes, satchels and wallets. The collection is available at Van Heusen stores across the country and will soon be retailed on [Amazon.in](https://www.amazon.in)

#### **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.

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