



Van Heusen Innovates *The 7-In-1 Suit Collection* to Celebrate this Wedding Season in Style

~The brand unveils a new campaign featuring Chase **Armitage** across 90 cities and multiple platforms~

The brand has released a new video which brings to life the matchless, impeccably tailored 7-in-1 Suit Concept across 90 cities in India in over 1300 movie theatres, digital and electronic platforms

Bangalore, November 26, 2019: Van Heusen, India's premium fashion brand for men and women from Aditya Birla Fashion and Retail Limited, reveals its most exclusive concept ever – **The 7-in-1 Suit Collection**, an innovative range of formalwear, in line with the lifestyle of the modern man. A unique concept, the collection allows flexibility to the wearer who can get 7 different looks from a distinct suit combination– be it for a business meeting, evening soiree or even the trip down the aisle. Designed in a timeless fashion a complete ensemble from this range boasts of **a blazer, a reversible waistcoat and not 1 but 2 knitted trousers** that can be turned into **7 different looks** to keep the style game elevated.

With the launch of this bold and impactful range of occasion wear the brand is ready to refute the stereotype and stake a claim that **a single classic suit can be donned more than just once during separate occasions**, taking the fashion quotient to a new high. Van Heusen will have it's patrons covered on what to wear and how to wear it again.

The brand has launched a comprehensive marketing campaign which will debut nationally across multiple mediums – **Television, Cinema, Print Social media and Out of Home**. **The film features** a suave **Chase Armitage, international parkour star solving a Rubik's Cube with an air of confidence. The Rubik's cube has been portrayed as a metaphor in the film** that brings alive this exquisite collection which reinvents classic clothing with a distinct twist.

Conceptualized by **Famous Innovations** the 30 seconds film will be aired nationally in **90+ cities across 1300+ movie screens**, digital and electronic media while being supported through a diverse promotion strategy in the upcoming months.

Commenting on the launch, **Abhay Bahugune, Chief Operating Officer (COO) – Van Heusen, Aditya Birla Fashion and Lifestyle Limited** said, "We are excited to introduce the 7-in 1 Suit Collection that focuses on being contemporary and promises to make every man look his suave-best this wedding season. With an unique product proposition this premium range intends to solve the prevalent conundrum of most festive shoppers, hassled with wear-it-once occasion wear. The newest **7-in-1 Suit** collection can be worn and styled in multiple guises."



A high on style collection that encapsulates the spirit of the festive season with a contemporary twist this **7-in-1 Suit** concept provides new freedom of movement for every occasion – whether business or ceremony. Featuring a repertoire of colours in warm earthy tones to colder shades of blue and stone, the collection highlights the dynamic transformation, efficiency and power.

Speaking on the occasion **Mithila Saraf, Business Head, Famous Innovations, added**, “We started with a very unique product - a suit that can be worn in 7 ways - and sought to bring it alive in a dynamic, interesting way. The Rubik’s cube metaphor helped us do that effortlessly while retaining Van Heusen’s codes of power and high fashion.”

Saikat Mitra, Design Head for Van Heusen also said, “The Van Heusen consumer is the smart, sophisticated, dynamic professional of today juggling multiple worlds with style and ease. Since patenting the first soft fused collar, Van Heusen has continuously pushed the envelope for innovation in fashion and functionality for more than 100 years. For Autumn Winter 2019, Van Heusen presents its most exclusive concept ever – The 7-in-1 Suit collection – a unique concept that allow flexible modularity where the wearer can get more than 7 looks from the unique suit combinations to dress to win – be it at a business meeting, evening cocktails or even the trip down the aisle. This 7-in-1 Suit concept provides new freedom of movement for every occasion – whether business or ceremony.”

Catch the Van Heusen Campaign here:

You Tube: <https://www.youtube.com/watch?v=W-pYaDNIHbY>

Instagram: <https://www.instagram.com/p/B4oiElmgP8J/>

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 18000+ multi-brand outlets and 5000+ 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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