



Van Heusen and GQ celebrate the best of Indian menswear and style with 'Van Heusen + GQ Fashion Nights 2016'

*Presenting highly acclaimed designers in the 2nd edition of 'Van Heusen + GQ Fashion Nights 2016'-
Rohit Bal, Rajesh Pratap Singh, Shantanu & Nikhil, Sahil Aneja, Abhishek Paatni, Kunal Rawal and
Rohit Gandhi + Rahul Khanna*

National, November 09, 2016: Celebrating fashion, elegance and style, Van Heusen and GQ announce the 2nd edition of 'Van Heusen + GQ Fashion Nights', the most stylish platform to showcase the best menswear in the country. Scheduled on **December 3 & 4, 2016** at the **Taj Land's End, Mumbai**, renowned fashion designers including **Rohit Bal, Rajesh Pratap Singh, Shantanu & Nikhil, Sahil Aneja, Abhishek Paatni, Kunal Rawal and Rohit Gandhi + Rahul Khanna**, will together present 6 shows to celebrate menswear fashion in India.

Commemorating the best of menswear in India, 'Van Heusen + GQ Fashion Nights 2016' will feature not just the best names in men's fashion in the country, but also opinion leaders who have been setting examples with their individual sartorial choices.

'Van Heusen + GQ Fashion Nights 2016' will showcase the **Van Heusen SS 2017 Collection** that creates a beautiful connect between art and fashion inspired from the 'Optical Art Movement of the 20th Century Kinetic and Optical Art. Van Heusen in its splendid glory will not simply present a look, but an entirely new attitude towards elegance keeping in pace with the digitally connected, fast-paced lifestyle of the contemporary global man.

Commented Mr. Sooraj Bhat, Chief Operating Officer (COO) - Fashion Brands, Madura Fashion & Lifestyle, Aditya Birla Fashion and Retail Ltd., "*Van Heusen + GQ Fashion Nights launched in 2015 has created a new milestone in the men's fashion industry in the country. We aim to take the 2nd edition to new heights and set a new benchmark in the world of fashion and retail. Van Heusen will present its SS17 collection along with India's most loved designers.*"

Talking about the success of last year's inaugural edition and sharing his thoughts on what the 2nd edition has in store, Che Kurrien, Editor, GQ, said, "*We have edgy newcomers, established stars and icons, all coming together this year to showcase the Indian men's fashion universe that's exploding with energy, ideas and vitality. This year's designers' collections will reflect a dynamic range of styles, sensibilities and points of view – making this platform the leading showcase for the best menswear in India.*"

Elaborating on his association with this unique property, designer **Rohit Bal** said, "I've had an obsession with GQ since I was a young boy; we had this term amongst us friends saying he's so GQ. It was my first love where fashion was concerned and to be a part of it today and do a show is thrilling."



Rajesh Pratap Singh added, "I am happy to be back again at the finest men's fashion event in the country. The collection I'm showcasing at **Van Heusen + GQ Fashion Nights 2016** is all about a new direction in silhouettes and construction. The looks will be pure, modern and definitely from small town India."

Shantanu & Nikhil commented, "**Van Heusen + GQ Fashion Nights** is a much needed men's only showcase and takes Indian men's fashion to a whole new level. We are extremely excited and inspired to collaborate with GQ just like the inaugural event last year in 2015. The collection for Van Heusen + GQ Fashion Nights 2016 is a progressive take on menswear with sensibilities of layering and temporal details, materials such as leather and metal featuring through the showcase."

Sahil Aneja added, "GQ is undoubtedly one of the best platforms for men who are fashion aficionados. I firmly believe an association with GQ will help me develop further, and expand my horizons as I compete in this ever-expanding, vibrant and exciting menswear industry. The collection is all about effortless dressing that promises to breathe winter into 2016's fashion for men. The collection is extremely refreshing and chic focusing on clothes that are enlivening to both wear and see worn. It has been inspired from today's youth which comprises the modern man who has evolved and stepped out of the comfort zone into the broad fusion-led and dynamic international fashion world."

Abhishek Paatni said, "**Van Heusen + GQ Fashion Nights 2016** is a great opportunity for me to present my collection in the most unadulterated and raw format without having to edit to fit into the profile of an event. Van Heusen and GQ has always been instrumental in promoting menswear, and with a platform like **Van Heusen + GQ Fashion Nights 2016**, it has marked the beginning of a new era for menswear in India. My collection this year draws inspiration from the ancient warrior clothing of Japan. The traditional Japanese silhouettes like the kimono and hakama are being reinterpreted with modern aesthetics, fabrics and details. The collection involves techniques like quilting and sashiko stitching."

Kunal Rawal further added, "It's great to be part of this platform which showcases and encourages menswear to be in the forefront. We all know the challenges menswear designers face with limited reach and **Van Heusen + GQ Fashion Nights 2016** is providing accessibility to men's fashion by creating awareness and giving it the much deserved limelight."

Rohit Gandhi + Rahul Khanna concluded by saying, "**Van Heusen + GQ Fashion Nights 2016** is a unique platform and is more like a men's fashion week which our country is missing. We had an amazing showcase during the 1st edition and are looking forward to a bigger event this season. Every season we try to offer something different, yet comfortable which will appeal to our audience. This season we transport you back to the 60's where we turn the page for men's fashion this winter. New vintage is the new rage, with subtly exaggerated details. We have emphasized it with grid like structures, retro colors, stripes, surface texture and metal embroidery. Retro has definitely found its way into this collection and is here to stay and still has its classic glamour."



Van Heusen + GQ Fashion Nights 2016 will create a tailored platform for menswear fashion in the country, showcasing upcoming trends by ace designers.

Follow **#FashionNights** updates on www.gqindia.com, and @GQIndia on Facebook, Twitter, Instagram and Snapchat.

And @VanHeusenInd on Twitter.

About Van Heusen:

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the 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 professionals becoming the go-to source for the latest in fashion trends as well as for expert advice on what to wear, when to wear it and how to wear it. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial and party wear.

The brand embodies the positioning, 'POWER DRESSING'. Van Heusen customers are the corporate leaders for whom elegance and style are not just fads, but a philosophy. Thus the Van Heusen range is modern, minimalistic and timeless in design and is distinguished by high quality. Van Heusen with its distinctive and fashionable range of products helps the corporate leaders create their best impact, as much for their style as for their substance.

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