



## Aditya Birla Fashion and Retail's Van Heusen Innerwear & Athleisure expands its footprint across East & North East India

**Kolkata January 17th, 2018:** India's fashion power-house, Aditya Birla Fashion and Retail Ltd.'s Van Heusen Innerwear & Athleisure business announced its foray into East and North East India today. Since its inception last year, the brand has created a strong presence across the country with the launch of a premium range of Innerwear & Athleisure for Men.

As a part of its expansion plans, Van Heusen's Innerwear and Athleisure business is poised for a strong growth, with a national presence across 7000+ outlets by 2017-18. Moreover, the range will be available across 150 Van Heusen exclusive stores, 120 Planet Fashion stores and leading departmental outlets across India.

**Commenting on the expansion plans, Mr. Puneet Kumar Malik, COO, Innerwear Business, Aditya Birla Fashion and Retail Ltd.** said, *"Van Heusen's Innerwear and Athleisure business follows a localized distribution model, which has been well received by our business partners across India and has created a strong ripple in the garment business. We are delighted that our consumers have hugely appreciated this masculine line, which is crafted with sleek precision echoing trendy design, innovation and performance. We intend to deliver comfort, quality, value and style to our new-age consumers, while expanding into new markets across India, thereby offering complete fashion solution to the Indian Men."*

With its foray into the eastern region, Van Heusen introduces the distinctive range of Innerwear and Athleisure, offering sophisticated styling with new and innovative product features for the best-in-class comfort and fit. Van Heusen's Innerwear range comprises of four collections including **Classic, Platinum, Signature and Active**. Each collection has been designed to offer a differentiated range to the various consumer segments.

**Classic** – The classy wardrobe essential offering performance features like Anti-Bacterial and Colour Fresh. - **The range starts from Rs. 140 onwards**

**Platinum** – The range offering sophisticated styling and elevated comfort with Pima cotton - **The range starts from Rs. 269 onwards**

**Signature** - Fashion innerwear with *Flexi stretch* feature for body defining fit. - **The range starts from Rs. 299 onwards**



**Active** - True sports innerwear with *Swift Dry* feature - **The range starts from Rs. 249 onwards**

**Athleisure** – The multi-purpose wear created for the Gym, the Brunch, the Street. Crafted with elevated fashion and new age fabric, it also comes with *Smart-Tech* feature that offers benefits like quick dry, stain release and anti-stat, making this a true cross over between fitness and fashion.

Also introducing the **Metropolis** Athleisure collection that elevates the customer with garments that have Quick Dry, Easy Stretch & Media Pockets while on the move - **The range starts from Rs .269 onwards**

#### **About Van Heusen**

Van Heusen is India's No. 1 premium lifestyle brand for Men and Women. With a rich heritage of 128 years in the US, the brand entered India in 1990. Over a period of 25 years 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 corporate leaders create their best impact, as much for his style as for his substance.

#### **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 altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

#### **For More Information Contact:**

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