

## Leading menswear designers set to celebrate men's fashion and style Introducing Van Heusen GQ Fashion Nights

19 November 2015

~ To be held at the Grand Hyatt, Mumbai on December 1 & 2 ~

**Mumbai:** Taking a step further in paving the way for men's fashion and style, Van Heusen GQ Fashion Nights will give center stage to the country's finest designers focused on apparel for men. Renowned designers including Raghavendra Rathore, Rajesh Pratap Singh, Shantanu & Nikhil, Rohit Gandhi and Rahul Khanna, Troy Costa, and Dhruv Kapoor with Ujjwal Dubey will present 6 shows to generate a new kind of era for menswear fashion in India. Van Heusen GQ Fashion Nights 2015 will also have 2 Van Heusen shows that will unveil their spring-summer 2016 collection.

Commemorating the best of menswear in India, Fashion Nights, a collaboration between GQ India and Van Heusen, will showcase trends that are sophisticated and sharp, catering proficiently to the urban Indian men. Presenting the epitome of style and substance, this two day extravaganza is scheduled for 1st – 2nd December, 2015 at the **Grand Hyatt** in Mumbai.

**Sharing his thoughts on the new annual property, Che Kurrien, Editor, GQ, said,** "It gives me great pride to introduce Van Heusen GQ Fashion Nights that will showcase the best menswear created in this country, giving it absolute primacy and prominence. This initiative will not only set a grand stage for Indian menswear designers, but also reflect the financial clout wielded by a vast market that has seen explosive growth in recent years. This unprecedented boom has been fuelled by a transformation in attitudes among Indian men about fashion. And we'd like to think that GQ has had a hand in driving this change."

On being associated with the initiative, **Mr. Vinay Bhopatkar, COO, Van Heusen & People,** said, "We're delighted to partner with GQ for this pioneering initiative that will showcase the best of Menswear creativity in India. From the early 90s, Van Heusen has taken the lead in constantly bringing trendsetting fashion to the Indian professionals. With our audience becoming more conscious about their looks, it was only logical for us to associate with this initiative that provides us an opportunity to consolidate our position as a fashion leader in the category. As part of our collaboration, we will also be unveiling our latest collection for the upcoming SS'16 season."

On being associated with Van Heusen GQ Fashion Nights, **Raghavendra Rathore** said– "It is encouraging to see like-minded men's brands to come together on a common platform – this will be a menswear industry wake up call to demonstrate the thriving potential of menswear in Asia. Our designer label 'The Imperial India Company' is delighted to be a part of this initiative and looking forward to a great show."

**Rajesh Pratap Singh** added – “This is something that was really needed. There is no such platform in the country. Menswear as an industry and as a market has a lot of potential that really needs to be tapped. I am sure this initiative will provide the industry and the designers with a really unique stage and I am looking forward to it.”

**Shantanu & Nikhil** further added – “We are absolutely delighted to be a part of Van Heusen GQ Fashion Nights and that such an initiative is great for the burgeoning menswear industry in India. We are glad that menswear is getting its due share through a platform such as this. True to the GQ signature, our collection would also be focused around that same effortlessly stylish GQ Man that one has understood him to be in the Indian context. We wish the entire GQ team the best and hope that this initiative will continue to set a trendy benchmark for menswear in years to follow.”

**Rohit Gandhi – Rahul Khanna** said – “We expect that GQ will kick start an important stepping stone in men's fashion in India and increasing the awareness of already progressing male fashion domain.”

**Troy Costa** added - "It is indeed an honour and pleasure to be chosen by GQ and Van Heusen as one of their designers for the Fashion Nights 2015. GQ is the premier conveyor of Men's Fashion in the World, including India. Van Heusen GQ Fashion Nights is a platform to validate the global interest in menswear & showcase the same here in Mumbai. As a brand dedicated to Menswear on a global level, a collaboration between Troy Costa & GQ makes perfect fashion sense. We are excited about the show & are enthusiastically putting in our very best efforts to ensure it is an amazingly successful one.”

**Dhruv Kapoor** said - “I am thrilled to be a part of this new venture by GQ and Van Heusen. Fashion Nights fills the ever-growing gap in the market, as an answer to the increasing demand for “Fashion” menswear. The combination of GQ and Van Heusen, both pioneers in their field; shall tap the conscious customer in our country like never before.”

**Ujjawal Dubey** added - “We are very excited that a new fashion event is coming up which emphasizes on menswear and who's better in Men's fashion than GQ.”

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

### **About Condé Nast**

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Digest, Wired, W and Style among others. In addition to publishing 143 magazines and over 100 websites, the company operates a restaurant division and several ventures in education. Condé Nast Entertainment develops film, television and premium video programming.

### **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 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 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 his style as for his substance.