

VDOT and Viacom 18 Consumer Products Inspire a New Fashion Statement with Roadies collection by VDOT

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~ VDOT, a leading youth lifestyle fashion brand and Roadies, India's most successful TV reality show launches exclusive 'Roadies collection by VDOT' ~



Delhi: VDOT, the edgy youth lifestyle brand from Van Heusen, and Viacom 18, one of India's leading media networks, through its consumer products department - Viacom18 Consumer Products - have collaborated to create a unique offering for their brand loyalists through the Roadies collection by VDOT.

The collection is inspired by the country's longest running youth reality show on India's biggest youth platform MTV – Roadies. This first-of-a-kind collaboration of a well-known brand from the entertainment industry with a leading apparel brand is expected to heighten up the fashion quotient of Indian youth through a range of edgy, exciting, contemporary and fashionable merchandise.

This exclusive Roadies collection by VDOT was launched with much aplomb at an adrenalin fuelled fashion show in Delhi that saw the original Roadies Rannvijay, Raghu Ram and Rajiv Laxman turning the heat up as the showstoppers for the evening. The glittering fashion show also featured renowned former contestants and true Roadies like Ayaz Ahmed, Gurmeet Singh, Varun Sood and Nikhil Sachdeva who took to the ramp at The Grand, New Delhi, alongside their mentors on the show. The fashion show featured the Roadies Autumn Winter 2015 collection by VDOT encompassing the perfect blend of pride, courage and the fearless voyager spirit.



Noted Vinay Bhopatkar - COO of Van Heusen and People: "We are very excited with this association. VDOT strives to epitomise effortless style, while being bold and edgy. On the other hand, adventure and fearlessness has always defined the Roadies attitude. With the launch of this exclusive collection that exudes the Roadies' spirit of today's self-made youngsters combined with the fashion and style quotient of VDOT, we want to appeal to not only explorers

but also free spirited minds. The range provides a complete style solution to the youth of today that reflects the unabashed attitude, individuality and self-expression.”



Speaking about the collaboration, Saugato Bhowmick – Senior VP, Viacom18 Consumer Products said: “Roadies is the longest running reality show brand in the country on the largest youth entertainment platform, MTV and it has virtually defined an entire generation of adventurous, courageous and self-made youngsters across India. This brand, which is over a decade old now, has gone from strength to strength with every progressive season of the show and will continue to do so. We at MTV feel that it is time to bring the Roadies ethos into a youngster’s life by introducing Roadies products that embody the values of being a ‘Roadie’.

“Fashion and style define youth lifestyle today. Therefore it is a conscious move on our part to venture into Roadies fashion wear. To that end, we are extremely excited to partner with V Dot, from the house of Madura Fashion and Lifestyle, a brand that comes with impeccable fashion credentials. Together, we believe we are offering a very exciting, edgy and super fashionable youth casual wear line that belongs to the self-made all conquering young men of today and the future.”



With the launch of this collection, VDOT brings to life a biker-centric lifestyle that is associated with Roadies. The collection features infusion of elements that co-exist to create a sense of functionality, yet are unique in design. Detailing like coated biker jackets, denim-leather mix and metal embellishments give the collection a grunge-biker feel. The addition of bike denims with reflective tape details and reflective branding add to the ergonomic functional appeal. T-shirts and shirts with strong directional prints add the much needed sense of drama to the collection.



The Roadies collection by VDOT featuring T-shirts, Shirts and Denims will be available in all VDOT and Van Heusen exclusive stores across the country apart from being available online on the brand’s official webstore www.trendIN.com. This will also be available at all

leading departmental stores, Multibrand Outlets and ecommerce platforms.

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the US, the brand entered India in 1990. Since then, Van Heusen has emerged as a fashion authority for 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 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.