



Van Heusen expands its footprint in North India by launching its exclusive range of Women's Innerwear & Athleisure products

~ Van Heusen Women's Innerwear & Athleisure focuses on innovation & style for the woman of today~

~Gorgeous Bollywood actress Diana Penty was the showstopper during a glittering launch event to showcase the collection~

Delhi, October 25, 2018: Aditya Birla Fashion and Retail marked a new milestone in the branded apparel sector as it unveiled the newly launched business segment, Van Heusen Women's Innerwear and Athleisure range. At a spectacular launch event in Delhi, the sensational Bollywood actress Diana Penty showcased the latest Van Heusen Athleisure and Lounge collection for women. The launch event offered a sneak peek into the wide range of Van Heusen Lingerie, Athleisure and Lounge collection through a glamorous fashion show.

Commenting on the launch, Mr. Puneet Kumar Malik, CEO, Innerwear Business – Aditya Birla Fashion and Retail Ltd. said, "Van Heusen Innerwear has established a strong presence across the country through its premium and innovative range of Innerwear & Athleisure. *Our product offerings have always received phenomenal response from consumers across the country. This has propelled us to tap into the rapidly growing women's wear segment that is witnessing 15% YoY growth. North is an important market for us and with the launch of Van Heusen's Women Innerwear and Athleisure range in Delhi, we intend to deliver best-in class products that are high on innovation and style.*"

He further added, "Our research shows that Indian women are increasingly becoming brand conscious and are looking for innerwear that offers comfort, fit and value. We are confident that our women consumers will appreciate this new offering which is crafted with sleek precision that compliments a trendy design".

Van Heusen Innerwear will be introducing the Women's Innerwear and Athleisure range in 3-4 key markets and few headquarter cities through localized distribution model and 10 exclusive men and women Innerwear stores this fiscal. The Athleisure range is an extension of its Lingerie range which offers sophisticated styling with new and innovative product features for best-in-class comfort and fit. The Lingerie range comprises of three collections including **Cotton Sensation, Luxe and Glam** and also includes innovative products such as **No Slip Straps** and **Breathable** styles. Each product in the collection has been designed to offer a differentiated range to the various consumer segments.

After extensive consumer research, the business has attended to each customer's pain point that currently exists and hence each piece is designed with precision and perfection ensuring all-day comfort for the wearer. The fabric reflects the fashion brilliance of Van Heusen as the collection is crafted with a mix of high quality cotton, polyamides, modal etc. The straps, laces as well as elastics are of the most premium quality offering utmost comfort to the wearer.



The themes of the lingerie collections are inspired by the everyday elements of a woman, latest trends, and most importantly comfort & fit. The collection echoes the art of premium fashion with a mix of solid colors and prints.

Cotton Sensation – The classy wardrobe essential offering performance features like Colour Fresh, Ultra Fresh, Plush Back Straps & Perforated Cups for better breathability - **The range starts from Rs. 499 onwards for Bras**

Luxe – The range offers sophisticated styling and elevated comfort with premium fabrics & utility - **The range starts from Rs. 899 onwards for Bras**

Glam - Fashion innerwear with differentiated cups such as Spacer cups, Ultra-Light cups etc. that provide an elevated experience while wearing the product. - **The range starts from Rs. 1049 onwards for Bras**

Athleisure – 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. **The range starts from Rs .499 onwards**

Also introducing the **Lounge** collection that elevates the customer with garments that have Quick Dry, Easy Stretch & Colour Fresh performance features - **The range starts from Rs .449 onwards.**

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 hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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