

Van Heusen launches the 3rd season of the most fashionable professional contest

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Van Heusen, India's most definitive work wear brand is searching for the country's 10 most fashionable achievers at work who are taking the fashion graphs at the workplace as high as the business graph and even higher! For the third time, in partnership with the world's largest professional network, LinkedIn, the brand launched a fresh season of its successful contest, Most Fashionable Professional. With the intent to identify 10 most fashionable professionals, the contest is targeted at LinkedIn's member-base of 30 million professionals.

"This is in line with our continued endeavours to strengthen our positioning of Power Dressing. The brand is about the duality of powerful presence and style – which is epitomized by our target audience – the successful corporate leaders; who makes their presence felt as much for their style as for their substance. Through this contest, we want to create a platform to recognize such people." says **Mr Vinay Bhopatkar, COO, Van Heusen.**

Elaborating further he added, "However, we find that most often fashion at workplace is neglected subject beyond the interview day. A recent study by LinkedIn, "New Norms @ Work", suggests that only 25% of the people seem to 'Dress to Impress' at work. Through this contest we intend to increase the awareness about the importance of dressing well at work. Be it formal or casual, it is important for professionals to dress up appropriately to make their presence felt."

Building on this sentiment in a unique manner, the participants in the contest nominate the most fashionable professionals from their LinkedIn network recognizing them for their personal sense of style. In this year's edition, the brand has added another dimension called the Power Score to the contest format, which reflects the relative measure of a nominee's achievements within his/her network. Together, these would allow the brand to identify 10 most fashionable achievers at work.

The brand has created a micro site for the contest (www.vhmf.com); where professionals can sign in using LinkedIn credentials and nominate up to 5 people in their network as fashionable professionals. On the basis of the nominations received and their Power Scores, 20 people will be shortlisted and then a panel of eminent fashion experts would select 5 male and 5 female winners on the basis of predefined parameters. The winners of the contest will be featured in one of the country's leading fashion magazines.

Elaborating on why LinkedIn as partner, Mr Bhopatkar added, “We are constantly looking at newer and exciting ways to engage with our target audience. We feel that a platform like LinkedIn has a lot of untapped potential for brands like us. LinkedIn is the world’s largest professional network And Van Heusen has always symbolized fashion for the professionals. To be able to communicate to our audience in such a targeted manner is truly outstanding.”

Ashutosh Gupta, Director, Marketing Solutions, LinkedIn says, “Fifty-eight percent Indian professionals revealed in a survey commissioned by LinkedIn that they wore smart clothes to feel more professional at work. First impressions count, even more so, in the professional context. This is why we are excited to partner with Van Heusen for the third time in a row, bringing the Van Heusen’s proposition of ‘power dressing’ to our members in the right context.”

In its last two seasons, Most Fashionable Professional (MFP), has reached more than a million professionals on LinkedIn and garnered over a hundred thousand nominations. The campaign has also been recognised as an innovative idea at various forums. Mashable listed it as one of the top innovative campaigns on LinkedIn. The 1st Edition had bagged a Bronze at Goafest. At this year's Asian Marketing Effectiveness Awards, Singapore the campaign took bagged 2 awards. Having received an overwhelming response in the last 2 seasons, the brand intends to aim bigger this year with a target of getting approx. 100,000 people interacting with the contest microsite (www.vhmfp.com); 3 times the number last year.

The contest which began on 1st July, has already gained immense momentum so far, with 8,500 unique nominations in the first week of the contest. With Most Fashionable Professional 3.0, Van Heusen yet again proves that they are truly the innovators – be it at cutting edge fashion or be it at cutting edge activation.

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. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles entire spectrum of work, ceremonial and casual dressing.

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.