

Van Heusen reinvents its business model

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Van Heusen is one of India's premium lifestyle brand and has been at the forefront in the apparel industry by enabling its customers to look stylish with its exclusive and trendy designs. The brand is credited with launching several innovations in the market such as 'best white shirt'.

The brand has launched another innovative solution that will revolutionise every consumer's wardrobe. Given the considerable growth in online shopping, the brand is recrafting its strategy and has launched 'MYFIT' that blends both the online and offline worlds. MYFIT's USP lies in creating the perfect fitting garment across every body type, a brilliant feat achieved by any readymade apparel brand for the first time in the country. This model has been built in a manner that enables consumers to shop across its 250 stores or to shop online through its official online store www.trendin.com.

To build this new model, the brand has undertaken a slew of initiatives to integrate its front-end and back-end infrastructure with ecommerce infrastructure built for Trendin. 'MYFIT's manufacturing facility has been re-engineered to manufacture garments within 2-3 days instead of standard industry operating cycle of 3-4 months with very low inventory levels. Additionally, more than 1,200 front-end sales staff have undergone special training only for 'MYFIT' so that they will be equipped to translate MYFIT to its end consumers,

Van Heusen's MYFIT is the result of several consumer studies that the brand undertook, which indicated that one in three consumers walk out of the stores due to lack of appropriate sizes available in the market. More than 60% of consumers end up making compromises with their fits. Van Heusen was inspired to create MYFIT that would end consumers having to make compromises on their fits.

According to Vinay Bhopatkar, COO, Van Heusen: "Though the brand is in its initial stages of introduction of MYFIT, this innovation has already received an overwhelming response. The brand is getting 100 orders every day under MYFIT within three months of its launch. Interestingly, 80% of the orders are getting generated offline and 45% of the orders are in fits or sizes that are not available in the stores otherwise. While Van Heusen is present across 120 cities through its EBOs, MYFIT has already reached 200+ cities due to online-offline integration."

This shows tremendous potential of the offering, he added. "We are witnessing increased customer satisfaction as the net promoter score in our benchmark store has gone up since the launch of MYFIT with improvement in 'fit' related issues. We are also witnessing higher levels of conversions - 30% of the people

who buy MYFIT are becoming repeat shoppers. We had started with formal shirts and have already expanded it to trousers and suits as we speak.”

Today, with Van Heusen' MYFIT, a consumer can walk-into any of our 250+ stores, choose from a wealth of options to fit to his body, his size and his taste.

About Van Heusen

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