



## **Van Heusen signs new deal with Amazon Fashion for exclusive online launch of 'My First Formals' apparel**

*Aimed at young professionals, Van Heusen fashions a unique style statement for the new millennial*

**Bengaluru, December 26, 2016** – Van Heusen, India's fashion forward power dressing brand entered into an arrangement with **Amazon Fashion** for the exclusive online launch of '**My First Formal**' apparel for the young professionals. With this exclusive online launch, **Van Heusen** is extending itself to young India who is set to enter a new world of exciting careers and opportunities.

**Van Heusen**, known for its fashion formals has created a young collection '**My First Formals**' that resonates with their free spirited nature, enterprising at heart and ready to take on the world with enthusiasm and fun.

Van Heusen's '**My First Formals**' is unique as it fashionably introduces the never fading classic style with power packed details along with fine fabrics woven beautifully with fresh new tones in the business collection. This fashionable collection will certainly create a new spark in the young professionals' wardrobe. Made from 100% cotton, Van Heusen's '**My First Formals**' will be available exclusively on **Amazon Fashion** with 16 bright seasonal colors that represent an elegant palette of young formal shirts. With more than 30 styles to choose from, Van Heusen's '**My First Formals**' are priced at Rs. 1499/- onwards on the fashion site.

Commenting on the launch, **Arun Sirdeshmukh, Head, Amazon Fashion, India** said, "*Our mission on behalf of the customers is to make Amazon Fashion a destination for brands to bring their collections to our platform, so our customers can discover and buy exactly what they are looking for across price spectrum. With an easy access to top fashion brands on Amazon Fashion, we are creating a destination that fulfills every fashion need of our customers in India. Right from high street, occasion based to everyday fashion, Amazon Fashion has become the destination that curates the most relevant selection catering to varied preferences of our customers. And these launches further reinforce our efforts in that direction.*"

**Mr. Sooraj Bhat, Chief Operating Officer (COO) - Fashion Brands, Madura Fashion and Lifestyle, Aditya Birla Fashion and Retail Ltd.** said, *“We are delighted to partner with **Amazon Fashion** for an exclusive online launch of **Van Heusen’s** first of its kind apparel collection ‘**My First Formals**’. **Van Heusen** is an aspirational brand as it now extends itself to the young professional who wants to purchase his first formal shirt. This new ensemble resonates the brand’s philosophy of making fashion formals accessible to all professionals. **Van Heusen’s` My First Formals`** is a must have for a young man’s wardrobe and will elevate work fashion for young professionals”.*

With more than 15,000 brands and over two million fashion products, Amazon Fashion is amongst the largest fashion stores in India with selection across apparel, shoes, watches, handbags, luggage, sunglasses, fashion & precious jewelry.

All Consumers on [www.amazon.in](http://www.amazon.in) and the Amazon mobile shopping app have an easy and convenient access to 95 million products across hundreds of categories. They benefit from a safe and secure ordering experience, convenient electronic payments, Cash on Delivery, Amazon’s 24x7 customer service support, and a globally recognized and comprehensive 100% purchase protection provided by Amazon’s A-to-Z Guarantee. They can also enjoy [Amazon.in](http://Amazon.in)’s guaranteed next-day, two day delivery, Sunday and Morning delivery on products fulfilled by Amazon.

#### **About [Amazon.in](http://Amazon.in)**

The [Amazon.in](http://Amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of [Amazon.com](http://Amazon.com), Inc. (NASDAQ: AMZN). [Amazon.in](http://Amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform.

#### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about).

#### **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.

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