

Van Heusen launches Cool Pants

Van Heusen announces the launch of Cool Pants, an innovation using the technology adopted by NASA to clothe their astronauts in space, in an effort to protect them from extreme temperatures. Van Heusen has always been in the forefront when it comes to innovation (it invented the collar) and adds yet another feather to its cap by introducing Cool Pants which will keep you cool in summer. Commenting on the uniqueness of the trousers, Shital Mehta, the Brand Head of Van Heusen, said, "Cool Pants is the technology of tomorrow, and we are proud to bring it to India."

Cool Pants keep you cool within, although the temperature outside may be pushing the very limits of the thermometer. The Cool Pants fabric is treated at a molecular level by a special technology called Smart Fabric Technology™, which gives your trousers the amazing power to absorb coolness from the atmosphere (say an air-conditioned office) and retain it. When you step out into a warmer environment, these trousers slowly release all the coolness back to you. Moreover, the property is retained through innumerable washes and is resistant to washing machine, harsh detergents and ironing.



Brad Poorman, VP Outlast Technologies, which has patented this technology states, "NASA sent their boys to space in them and they felt like they were back in sweet home Alabama. That is the power of this Smart Fabric Technology. We are proud to be associated with Madura Garments and Van Heusen, India's premium work-wear brand. In India the right to use this technology is only with Van Heusen."

"In the past, as a part of their intelligent clothing (IQ) range Van Heusen has introduced Oxyrich shirts with oxygen ions to neutralize high stress levels, Best White shirts with optical brighteners, and trousers that adjust to your waistline" said Vikram Rao, Group President, Madura Garments.

"Van Heusen has redefined the way clothes are looked at in India. They are not just about looks. Today technology allows scientists to enhance fabric with treatment, microprocessors and sensors; this in turn opens up a whole world of possibilities. The new fabric development technology is being introduced for the first time in the country through Van Heusen," says Hemchandra Javeri, President, Madura Garments.

Cool Pants, designed using breakthrough technology, are competitively priced at Rs. 1599. They are available in 10 different shades. You can pick one at all exclusive Van Heusen showrooms, Planet Fashions, Trouser Towns and departmental stores like Lifestyle, Globus, Shoppers' Stop, Piramyd, Ebony.

For additional information on the company click [here](#)

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