

Van Heusen launches 'Worldwear International Wardrobe'

Worldwear International Wardrobe Collection, Van Heusen's extension of the best-selling range of corporate wear for the global Indian, has been launched to coincide with the autumn - winter season. With Worldwear International Wardrobe, Indian corporate chiefs can now exude a truly suave and stylish image. This exclusive collection of quality boardroom-wear with contemporary global styles, addresses the needs of the image-conscious corporate executive who believes in being well turned out at the workplace.



Van Heusen presents four distinctive looks inspired by the business capitals of the world, the contemporary New York wardrobe, the dressy Milan wardrobe, the classic London wardrobe and the minimalistic Tokyo wardrobe. The fine styling and detailing that has gone into this collection goes beyond the ordinary. The craftsmanship is matched with the best in the world and is perfect for those corporate chiefs who take the world in their stride.

The Milan wardrobe adds a dressy flourish to formal wear. The shirts from this collection come with a stylish double collar with buttons, which looks formal by day and dressy for the evening. The trousers are available in elegant hounds tooth in premium terry wool. The ties have motifs bringing the dressy theme upfront. The whole range is available in formal, classic colours, which are acceptable in boardrooms worldwide. Suits from the Milan line are crafted to perfection matching the stylish look and providing the necessary comfort.



The New York wardrobe from Van Heusen Worldwear is bold and has the contemporary style of formal wear. The finest attention to detail in craftsmanship is seen in every stitch and weaves. The shirts from this collection have notched cutaway collars that add a clipped look to formal shirts. Ties are bold and have unique weaves and patterns. Trousers are in stretch techno blends, which are comfortable in spite of the cutting edge image. Suits are crafted to perfection giving the ultimate look and comfort.

The Tokyo line also has a collection of suits, shirts, trousers and ties inspired by the clean, minimalistic lines of Zen. This wardrobe creates a look that lets the wearer master the art of winning. The shirts have subtle yet distinct contrasts on the inside of the cuffs and the shaped collar. The shirts are created with fabric that has a darker tone on the reverse. The trousers have a streamlined design, highlighted by understated solid shades in premium super 100s and 90s wool blend. The ties come in fine textures and solid tones. The suits are impeccably designed in poly wool. The suits are available in neutral shades of grey, mélange, black, blue and earth.

To create classics that never go out of style the London collection has a collection of shirts, trousers, suits and ties inspired by the legendary city. Shirts from this collection are in solids, checks, dobbies and stripes with white collar and cuffs. The classic formal trousers with self-stripes and micro designs are engineered from super premium wool cashmere. To add to the London theme the formal classic ties come in printed silk. The suits are in stripes including the traditional bankers stripes in premium wool blends.

The Collection is available nationwide in exclusive Van Heusen stores, Planet Fashion, Trouser Town and leading multi-brand outlets. The shirts are priced from Rs. 1295/- onwards and the trousers are available from Rs. 1495/- onwards. Suits are priced from Rs. 6999/- onwards and ties from the collection are priced at Rs. 599/- onwards.

A Brief on Worldwear

Worldwear is Van Heusen's extension of the best-selling range of corporate wear for the global Indian. The Worldwear range of shirts is on par with any other International brand of shirts. The trouser collection of Worldwear is also at the cutting edge of corporate fashion. They are available in cotton and formal variations that give a smooth and comfortable flow in movement. The trouser range has a host of novel features that set new standards in comfort.

A Brief History of Van Heusen

Van Heusen was introduced in 1990, a brand targeted at the Indian corporate executive. Perceiving a market in the premium executive wear segment, which required a product that would fulfill the latent need in corporate circles for an immaculate, superbly tailored office shirt, Madura Garments entered the segment with Van Heusen. Other groundbreaking collections include the Formal T's collection, the Innovative Strike Collection and the latest Mettle Collection, making Van Heusen India's single largest premium shirt brand, catering to the discerning corporate executive.

For more information on Van Heusen's Worldwear International Wardrobe Collection, contact:

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