



Aditya Birla Fashion and Retail Ltd. forays into Women's Innerwear & Athleisure segment

~Van Heusen's new business model focuses on Innovation & Style for the women of today~

Kolkata, September 18, 2018: Aditya Birla Fashion and Retail marked a new milestone in the branded apparel sector as its Van Heusen Innerwear and Athleisure business announced its foray into the Rs. 16,000+ Cr Women's Innerwear & Athleisure market. The brand launched its Lingerie and Athleisure range today.

After a successful foray into premium men's innerwear category in 2016, the company has announced a pan-India growth plan for this segment by introducing Innerwear & Athleisure range for women in 3-4 key markets and few headquarter cities through localized distribution model and 10 exclusive men and women Innerwear stores.

A glitzy launch event in Kolkata captivated the audience with a glamorous fashion show that offered a sneak peek into the wide range of Van Heusen Lingerie collection.

Commenting on the launch, Mr. Puneet Kumar Malik, CEO, Innerwear Business – Aditya Birla Fashion and Retail Ltd. said, "Since its inception in 2016, Van Heusen Innerwear has established a strong presence across the country through its premium and innovative range of Innerwear & Athleisure. *Our product offerings have received phenomenal response from consumers across the country. This has propelled us to tap into the rapidly growing women's wear segment that is witnessing 15% YoY growth. East is an important market for us and with the launch of Van Heusen's Women Innerwear and Athleisure range in Kolkata, we intend to deliver best-in class products that are high on innovation and style.*"

He further added, "Our research shows that Indian women are increasingly becoming brand conscious and are looking for innerwear that offers comfort, fit and value. We are confident that our women consumers will appreciate this new offering which is crafted with sleek precision echoing trendy design and performance".

Van Heusen Women's Innerwear includes innovative products such as **No Slip Straps, Breathable, Flexi Wires** and **Side Smoothing** styles.

With its foray into the eastern region, Van Heusen introduces the distinctive range of Lingerie and Athleisure, offering sophisticated styling with new and innovative product features for the best-in-class comfort and fit. Van Heusen's Lingerie range comprises of



three collections including **Cotton Sensation, Luxe and Glam**. Each collection has been designed to offer a differentiated range to the various consumer segments.

After extensive consumer research, the business has attended to each customer's pain point that currently exists and hence each piece is designed with precision and perfection ensuring all-day comfort for the wearer. The fabric reflects the fashion brilliance of Van Heusen as the collection is crafted with a mix of high quality cotton, polyamides, modal etc. The straps, laces as well as elastics are of the most premium quality offering utmost comfort to the wearer.

The themes of the lingerie collections are inspired by the everyday elements of a woman, latest trends, and most importantly comfort & fit. The collection echoes the art of premium fashion with a mix of solid colors and prints.

Cotton Sensation – The classy wardrobe essential offering performance features like Colour Fresh, Ultra Fresh, Plush Back Straps & Perforated Cups for better breathability - **The range starts from Rs. 499 onwards for Bras**

Luxe – The range offers sophisticated styling and elevated comfort with premium fabrics & utility - **The range starts from Rs. 899 onwards for Bras**

Glam - Fashion innerwear with differentiated cups such as Spacer cups, Ultra-Light cups etc. that provide an elevated experience while wearing the product. - **The range starts from Rs. 1049 onwards for Bras**

Athleisure – Multi-purpose wear created for the Gym, the Brunch, the Street. Crafted with elevated fashion and new age fabric, it also comes with *Smart-Tech+* feature that offers benefits like quick dry, stain release and anti-stat, making this a true cross over between fitness and fashion. **The range starts from Rs. 499 onwards**

Also introducing the **Lounge** collection that elevates the customer with garments that have Quick Dry, Easy Stretch & Colour Fresh performance features -**The range starts from Rs. 449 onwards.**

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for Men and Women. With a rich heritage of 128 years in the US, 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 the entire spectrum of occasions like casuals, ceremonial and party wear. 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 corporate leaders create their best impact, as much for his style as for his substance.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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