

## **Louis Philippe & Van Heusen Launches in Kottayam! A new Shopping Destination for all discerning consumers!-**

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*A new shopping destination for all discerning consumers!*

India's leading brands – Louis Philippe and Van Heusen are now available in Kottayam with the launch of their exclusive large format stores in the city.

### **Louis Philippe**

Louis Philippe represents best of European fashion sensibilities while continuing to address the needs of the style conscious contemporary male. Louis Philippe offers its customers a unique shopping experience through its world class brand experience, merchandise and accessories.



**The House of Louis Philippe:** Louis Philippe offers 'Luxure', a super premium collection made from the finest fabrics across the globe. Luxure is created with exquisite craftsmanship and with great attention to detail in every garment.

**LP from Louis Philippe** – The sportswear range from Louis Philippe is the latest offering for new-age consumers. The range exudes élan, style and success and complements the achievements of today's youth.

**Louis Philippe shoes** are perfect for the style conscious gentleman whose passion for fine and classy living complements his choice of wardrobe. Comments Mr. Jacob John, Brand Head, Louis Philippe "Our strategy is to come closer to our consumers. We realise that Kottayam holds a significant number of consumers who are loyal to Louis Philippe. Going forward, we will continue to deliver innovative solutions in apparel and accessories that are on par with global standards".



### **Van Heusen**

Van Heusen is India's premium lifestyle brand for men, women and youth. The Van Heusen range is modern, minimalistic and timeless. It is distinguished by its high quality, and its relevance to the times, neither too edgy nor too futuristic.

**V dot** from Van Heusen: With the introduction of V dot that opened up the specialised clubwear category, Van Heusen addressed the needs of a younger consumer and a changing lifestyle – one who had a disposable income and the attitude to go with it. V dot offers a range of clothing that is edgy, not reckless, fashionable, not flippant, youthful, not juvenile. It added a bold sophistication to the brand's design philosophy.

**Van Heusen Sport** blends classic American sport fashion with impeccable Italian aesthetics. The result is a fashionable line that can be worn to the office with as much

élan as at a Sunday brunch.

**Van Heusen Women:** The company's 'Everyday Couture' for women recognises that today's woman straddles many worlds and many roles with ease. The line captures her many facets, and offers her a classy, fashionable wardrobe that is truly unique.

Van Heusen in Kottayam boasts of the largest range of suits exquisitely crafted to meet every occasion.

Says Mr. Ajay Ramachandran, Brand Head, Van Heusen, "Van Heusen occupies a special place in the hearts of its consumers in Kottayam. This is reflected through the successful launch of our fourth store in the city. This 4000 sq feet store will house merchandise for both men and women for the first time in the city. Our ability to understand our consumer's psyche and deliver solutions at the right time and right place has made Van Heusen a hugely successful brand in Kottayam".

#### **About Louis Philippe:**

**Louis Philippe** is the leader in the stylish formal, official and semi-formal occasion wear. The brand's Franco Italian lineage combined with its focus on contemporary international fashion gives it an indisputable premium and exclusive image. The focus on luxury and the detailed craftsmanship of every piece ensures that each **Louis Philippe** owner belongs to "**The Upper Crest**". Louis Philippe has more than 100 stores across the country.

#### **About Van Heusen:**

Van Heusen is the world's No.1 dress shirt brand. It's no different in India, except that it is also the country's No. 1 premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category. The brand epitomises 'fashion for the corporate', and its design driver is the combination of fashion and elegance. Van Heusen has 117 exclusive stores across the country.