

Van Heusen Woman is the 'Most Admired Womenswear Brand of the Year'

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Van Heusen Woman, India's leading fashion brand that introduced classic formals with a brand promise of everyday couture received the prestigious 'Most Admired Womenswear Brand of the Year' award at the renowned Lycra® Images Fashion Awards 2008.

Says Mr. Shital Mehta, Chief Operating Officer, Van Heusen, "For a brand which is just in the second year of its launch, it is a great honour to receive this award. It reflects great confidence and trust on Van Heusen Woman by our consumers."

Van Heusen Woman is about offering accessible, classy and complete wardrobe solutions. Launched in September 2006 with 10 outlets, Van Heusen Woman was the first brand in India to introduce colour-blocked merchandise across seven product categories and three categories of accessories. In a short span of one year, the numbers shot upto 55 retail outlets. The expansion also witnessed the introduction of 11 apparel categories and six categories of accessories.

Van Heusen Woman is on the threshold of rapid growth. The revenue in the first season was Rs. 5.58 crore, which was a sharp leap from the budgeted Rs. 2.04 crore. This figure grew four-fold to Rs. 23 crore.

The brand plans to expand to 100 outlets and 15 flagship stores by end of 2008. With the introduction of 'Essentials' and 'Evening' sub-categories to focus and strengthen the occasion-related merchandise, Van Heusen Woman is leading the way in women's wear today.

#### **About Lycra® Images Fashion Awards 2008 (LIFA)**

The Lycra® Images Fashion Awards 2008 (LIFA) is an important platform that recognises and honours achievements of fashion and lifestyle brands, retailers and professionals in the fashion and apparel industry. LIFA acts as a catalyst to identify the needs of the emerging global Indian seeking a global shopping experience at home.

For these awards, LIFA collaborated with IRIS as the knowledge partner for the study of the awards. AT Kearney was appointed for process approvals for selection of top performers. The jury comprised of distinguished professionals in the industry including Dr. Darlie O Koshy, Executive Director, National Institute of Design, Mr. Alope Shanker, Managing Director, Synovate and Mr. N V Sivakumar from Price Water House Coopers

The LIFA 2008 study received responses from over 7000 fashion conscious, brand aware consumers and recommended by over 500 professionals in the industry.

This award is a fitting salute to Van Heusen women who are competing with men in all walks of life and are developing a strong identity of their own.