

Van Heusen unveils the exclusive Ghajini line

16 December 2008

Sport the look of Aamir Khan in Ghajini with Van Heusen's specially created line

[Van Heusen](#) launches the exclusive Ghajini line, which is for today's uber-confident young Indian male who has it all. This new range of exclusive modern and minimalistic formal apparel captures the distinct look of Aamir Khan in his much awaited movie — Ghajini.

The Ghajini line translates the style statement of the character played by the iconic actor who is disciplined, self-made, educated, well travelled and fashion conscious. The Van Heusen Ghajini line has the unmistakable stamp of an achiever, a fashionable tycoon, personified through slim plackets, narrow ties and mid-waist straight fit pants. Add to that the waistcoat, and the line aptly articulates the contemporary formal look.

Mr. Ashish Dixit, President, [Madura Garments](#) said, "Van Heusen has made every fashion scene a landmark one. This year the launch of the exclusive Ghajini line, is no different. The quest for style and perfection are the qualities that Van Heusen has blended so well with the launch of the signature line."

Says Mr. Shital Mehta, COO, Van Heusen, "we are proud to partner with Ghajini and style none other than the lead actor, Aamir Khan. The character he plays in the film embodies the values of Van Heusen as a brand, and makes a statement of power so unique, that we didn't think twice before associating our brand with this movie."

In the past few years, Van Heusen as a brand has surged ahead redefining corporate boardrooms across the country. A brand that's top of mind amidst business folk, young and old. But with Ghajini, the apparel giant enters a new league — creating a line which is modern, peppy and uber cool. The Van Heusen Ghajini line defines a large part of an individual who believes in the philosophy of 'impact is everything' and exudes impact in every action. Ghajini will feature shirts, trousers, ties, suits, blazers, cuff links from Van Heusen. And, for the first time, the waistcoat stops playing second fiddle to the jacket, and finds its own place under the spotlight.

The signature hairstyle in Ghajini has already created waves. And soon, so will its wardrobe — powerful not just on screen but off it as well.

Van Heusen exclusive Ghajini line is priced at Rs 1,299 onwards and will be available at all Van Heusen exclusive stores.

About Van Heusen

Van Heusen — a brand with a rich heritage. Born in 1881, it is owned by the Philip Van Heusen Corporation, a US \$7 billion company with its headquarters in New York. It was introduced in India in 1990 by Madura Garments, an [Aditya Birla Group](#) company.

Van Heusen in India is reputed for bringing fashion to the boardroom. It has redefined 'formal' consistently and brought colour into corporates. It has a complete range of products

for men in shirts, trousers, outerwear and knitwear as well as an extensive range of accessories like innerwear, neckties, belts, bags, eyewear, shoes and cuff links. Add to this Van Heusen Woman and Vdot, and the brand truly dominates the lifestyle space. Van Heusen has made every fashion season a landmark one.

About Ghajini

Ghajini is a 2008 Bollywood film directed by A.R. Murugadoss under the Geetha Arts banner being presented by Allu Arvind and produced by Mr. Madhu Mantena and Mr. Tagore Madhu. Releasing on 25 December 2008 in India, it stars Aamir Khan, Asin and Jiah Khan in the lead roles. The story makes for a unique mix of action, romance, drama and comedy. This edge-of-your-seat thriller which revolves around a completely unexplored plot (short term memory loss) is bound to be a phenomenal movie experience and 2008's biggest Hindi movie release.