

Bling it on! V Dot from Van Heusen launches V Dot Club denims

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India's biggest premium business wear brand, Van Heusen has made every fashion season a landmark one. The Rs. 290-crore brand, selling two million garments a year, has emerged as the definitive mark of power, style and sophistication. Van Heusen is known to bring the latest and the most contemporary international styles to the country over the years. V Dot from Van Heusen is a complete wardrobe, high on the fashion quotient for the young man who radiates confidence everywhere he goes.

This season V Dot introduces a denim collection exclusively for clubbing and partying, inspired by the Club Bling, glamour and music. Catering to today's uber-active, confident young Indian male who has it all, V Dot Club denims are the hottest pick this September. These are not the regular jeans used for regular wear. For a guy who is upbeat, swanky and dashing, these Club denims are bold casuals that are cool and trendy. Bling influences this premium fabric with surface sheen and color depth, mixing street style with formal features.

The minute detailing, like the color of the stitches, the rivets, inside lining, the back pocket tags, etc. flash a modern and sexy attitude statement. V Dot Club denims would be available in two hot styles: slim fits and slim tapered fits, adorning names like jazz, pop, etc. The stylish attire is geared towards oozing oomph in terms of appearance, styling and immense garment detailing which is not easily available and is very expensive otherwise.

From movies, literature, lifestyle to the fashion industry runways, club denims is a revolution a la mode. V Dot Club denims embodies style, quality and a sophisticated take on jeans. Denims of such quality and noticeable detailing in any other premium brands would cost you a whale, but V Dot offers the same at a price range of Rs 1,500 onwards.

Sporting V Dot club denims would pep up any guy for a wild night and have the ladies trip over their heels. It's time now to have a fling with Bling...with V Dot Club denims!

Available at all Van Heusen exclusive stores and leading menswear outlets.

AHMEDABAD: ISCON MALL, PH: 40026535, C G ROAD, PH: 32946754. ISCON MALL, PH(V DOT) 40036537 : BANGALORE: 100 FT ROAD, INDIRA NAGAR, PH: PH 42115478, JAYANAGAR 4TH BLOCK, PH: 41749411, COMMERCIAL STREET, PH: 25594677, BRIGADE ROAD, PH: 25585994, GARUDA MALL, PH: 41531022, FORUM MALL, 1ST FLOOR, PH: 22067728. NEW DELHI: DLF PROMENADE , VASANT KUNJ PH: 46096022 ; C-15 CONNAUGHT PLACE, PH: 41513981 & 6/7, E BLOCK CONNAUGHT PLACE, PH: 43582681, E-12 SOUTH EX-II, PH: 41647925, WEST GATE MALL, RAJA GARDEN, PH: 45508033, SELECT CITYWALK, PH: 42658322. NOIDA: F-123, GREAT INDIA PLACE, PH: 2456981. FARIDABAD: SECTOR 35, CROWN INTERIORS, MATHURA ROAD, PH: 4085322. GHAZIABAD: SHIPRA MALL, PH: 4158748. GURGAON: AMBI ISLAND, PH: 4665385,

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MALL, VASHI, PH: 65279931, INORBIT MALL, MALAD, PH:67410888, INFINITY
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