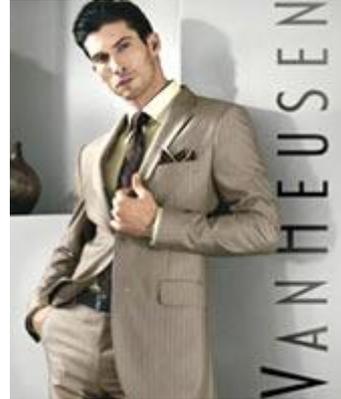


## By Special Appointment at Van Heusen!

7 May 2009

Truly special occasions are remembered for a long time. And this time around, May and June promises a whole host of them. If your social calendars are chock-a-block with reasons to celebrate: a wedding perhaps, a high-profile event, or a party – then Van Heusen has plans for you.

By Special Appointment is a unique endeavour from Van Heusen conceptualised for this season of special occasions. Quite simply, it recognises the demands on your time, offering extended hours at exclusive stores for you and your family, if you prefer dedicated time and space for your shopping!



By Special Appointment is a service offered against appointment only. Customers have the option of booking appointments right from 8am in the morning, or even requesting for the store to be open till 11pm, depending on their convenience. All it requires is a 24-hour notice. The brand has provided for a leisurely one hour of shopping during the extended hours, which is why it plans to offer only two appointments in the morning and evening respectively. What's more, this service is available right through May and June this year!

While there is no charge for this, appointments will be offered on a first-call-first-serve basis and is offered at all flagship stores across Mumbai, Delhi, Bangalore, Hyderabad, Chandigarh, Pune and Lucknow.

Complementing this service, Van Heusen provides the widest variety and the most stunning range of suits. Created specially for the season, these suits come in beautiful, rich dark tones to enhance the style quotient on those special days. With over 1000 suits to choose from at every one of its flagship stores, it is no surprise Van Heusen sees itself as the 'Master of Ceremonies'.



This unique collection boasts of colours and shades that have been woven with the finest wool blended with silk to add a dash of finesse, and excitement. Finishing touches such as special Van Heusen embossed lining, imported trims and real Corrozzo buttons make it stand out in any occasion. A gentle sheen, customised interlinings, and an envious drape make the Van Heusen suit an object of desire.

Take your pick from a minimum of 12 designs in prices ranging from Rs. 8,995 to Rs. 12,995. Value additions like a tie and the pocket square come with the brand's compliments!

A special line of ceremony shirts is being offered as well to complete the perfect look. Fabrics woven in Italy, in silk and premium cotton – it couldn't get better than this!

Add to this, a line of seven-fold ties and cufflinks – offered in a single pack, designed specially to co-ordinate and complement the shirt.

Simply put, the man of style has more than one reason to make an impact this season.

### **About Van Heusen**

Van Heusen is a premium lifestyle brand for men and its core area of strength is its formal wear range. The brand embodies corporate fashion and reflects the current expression of elegance in today's context.

Van Heusen in the last fifteen years, since its launch in 1990, has consistently tracked and understood the clothing preferences of Indian men which have undergone many stages of evolution. At each turning point Van Heusen has stood witness to these changes – and has been ahead of the curve when it has come to forecasting emerging trends marrying classic images of Van Heusen models portraying timeless values like inner confidence with the latest in contemporary, yet timeless fashion.

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Bangalore	Kishore	+919743999175
Hyderabad	Niranjan	+919246168313
Pune	Lalit	+919850944536
Lucknow	Pawan	+919889167443
Mumbai	Lalit	+919850944536

### **Also at Van Heusen exclusives stores**

Ahmedabad: C G Road Ph: 32946754. Iskcon Mall, Ph: 40026535

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

Chennai: Rk Salai Ph: 43526024 Nh Road, Ph: 42137977;Citi Centre Ph: 28477771

Chandigarh: Sector-17-E, Ph: 5089303

Gurgaon: Dlf Citi Center, Ph: 4067911

Hyderabad: Banjara Hills, Ph: 23554904

Kolkata: South City Mall Ph: 40072201

Lucknow: Hazratganj, Ph: 4073150

Mysore: Devraj Urs Road Ph: 4262771

New Delhi South Extn Ii Ph: 41647925, C Block Connaught Place Ph: 41513981; Westgate Mall Ph: 45508033

Noida: Great India Place - 1st Floor, Ph: 4232861

Pune: J M Road Ph: 25511014, Nucleus Mall (Camp) Ph: 26054155, Mg Road Ph: 26053280

Guwahati: Cube, Gs Road, Ph: 2347000

Mumbai: Oberoi Mall, Goregaon, Ph: 28422385, Inorbit Mall, Vashi, Ph: 65279931