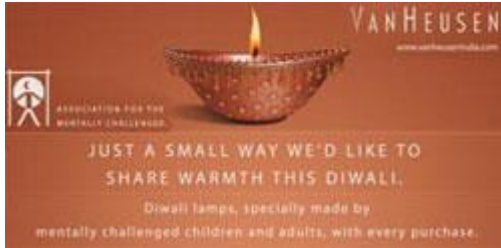


## Make this Diwali “Special” with Van Heusen

12 October 2009



Stepping away from the ordinary Diwali offers, and the regular gifting options this Diwali, Van Heusen takes an extraordinary step in trying to make a difference and celebrates Diwali – the “special” way!

Van Heusen’s special Diwali gesture was initiated last year – by partnering with a non-profit organisation called the Association of Mentally Challenged (AMC), which runs special education and vocational courses for its students. The institution embraces children of special needs, from poor and lower middle class families, and attempts to educate them as well as gainfully employ them in areas like candle-making, farming, gardening, carpentry, etc

Through this joint project Van Heusen encourages AMC students to design and hand craft earthen lamps, greeting cards, paintings and more. Before Diwali all AMC children participate in a painting competition out of which a few are selected and printed into greeting cards. These greeting cards along with a Diwali lamp are given away to all customers at Van Heusen stores.

Van Heusen hopes to continue to support social causes and welcomes you to be part of this small gesture initiated by them by shopping at Van Heusen stores thus brightening up this Diwali and making it truly special for the ordinary and the extraordinary!

### **In all Van Heusen stores**

Starts: 1 October 2009

Ends: Till 19 October 2009

### **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.

**Available at Van Heusen stores in:** Ahmedabad, Surat, New Delhi, Noida, Mumbai , Pune, Coimbatore, Bangalore, Chandigarh, Chennai