

The solitaire of white shirts: Van Heusen presents the whitest shirt in the world!

17 November 2009



Van Heusen's Best White shirt is a man's best friend, like a diamond is to a woman, reinforcing that sparkling white is the eternal boardroom dress code. However, the need to make men feel that a white shirt also makes them appealing, desirable and sexy led to the creation of the Best White shirt. Van Heusen presents the whitest shirt in the world — Van Heusen 'Best White'.

Some men make it all the way to the corner office without ever finding a white shirt that works for them. And that's a shame. Van Heusen's Best White shirt exemplifies elegance, good taste and a proponent of a clean, pared-down wardrobe. In a place between designers' love affair with a rustic, back-to-nature escapism and the severely futuristic aesthetic, lies a purely modern mindset that decrees that even the merest whisper of whimsy is not to be tolerated. In the hands of Van Heusen, all extraneous detail is eschewed in favour of pure line and an elegance that is as white and fresh as it is unembellished.

The Best White shirt is the best among all others by readily imparting sophistication and lustre to everything from a bespoke suit to a pair of khakis. It is the wardrobe equivalent of a blank, freshly painted wall: a clean, bright backdrop to adorn with whatever tickles your fancy. And everybody needs one!

The Best White easily outshines all other whites with a whiteness index of more than 156 on the CIE (Commission Internationale De L'Eclairage) index. The Best White shirt stays white even after 25 washes, with retention of 150 on the CIE index, aiding men of power to make the best first impressions again and again. The nearest competitor pales in comparison with a rating of 136 on the CIE index after 25 washes. The Best White shirts are styled to perfection incorporating pucker free seams to fully taped shirts, guaranteeing a clean and pristine look. Men who make a powerful impact in the boardroom never crush under pressure. The two ply fabrics with higher durability ensure that their 100 per cent cotton, wrinkle-free Best White shirts don't either.

Go for the classic look by pairing the Best White shirt with something as simple as a pair of well tailored black trousers, or embody boardroom elegance with a sleek grey suit. Embrace metro-sexuality by pairing the Best White shirt with a sleek tailored waistcoat and skinny jeans. Let the shirt speak for itself by pairing it up with pastel linen trousers. This is the appeal of the Best White shirt – its potential for democracy. It can be styled in very different ways and may be wildly expensive or indeed anything but.

Stripes may come and plaids may go, but the Van Heusen's Best White shirt remains – with a more fitted silhouette. To get the New Year off to a good start, let's start with a blank slate with the power shirt – Van Heusen's Best White shirt.

About Van Heusen

Van Heusen is the world's No.1 Dress Shirt brand. It's no different in India, except that it is also the country's No. 1 premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category.

The brand epitomises 'fashion for the corporate', and its design driver is the combination of fashion and elegance. Since its launch in 1990, Van Heusen has consistently tracked and understood the Indian male. In the last two decades the clothing preferences of Indian men 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 and making it accessible to the Indian consumer.

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, AMBI ISLAND (WORLDWEAR), PH: 4665383, DLF CITY CENTER, PH: 4067911. CHANDIGARH: SECTOR 17-E, PH: 5089303. JAIPUR: TRITON MALL JHOTWARA ROAD PH: 5156726 GOA: M G ROAD, PH: 2224539. LUCKNOW: OPP. HALWASIYA MARKET, HAZRATGANJ, PH: 4073150. MANGALORE: YENEPOYA CHAMBERS, PH: 4276449. MUMBAI: OBEROI MALL, GOREGAON, PH: 28422385, INORBIT MALL, VASHI, PH: 65279931, INORBIT MALL, MALAD, PH: 67410888, INFINITY MALL PH: 26396747 NIRMAL LIFESTYLE, MULUND, PH: 25610061. PUNE: NUCLEUS MALL, PH: 26054155, M G ROAD, PH: 26053280, J M ROAD, PH: 25511014/15. SURAT: DHARAM PALACE, PH: 2255881. ISCON MALL: 6565771 CHENNAI: RK SALAI PH: 43526024 ; NUNGAMBAKKAM HIGH ROAD, PH: 42137977, CITI CENTRE, PH: 28477771, KASI ARCADE, PH: 8152555. COIMBATORE R.S. PURAM, PH: 4369181, GANDHIPURAM PH: 4378309 COCHIN: M G ROAD, PH: 2365599. CALICUT: FOCUS MALL, PH : 4021404. THRISSUR: TRADE CENTRE PH: 6538299. HYDERABAD: BANJARA HILLS, PH: 23554904, SOMAJIGUDA, PH: 66820733, KARKHANA, PH: 42220363 SECUNDERABAD: PARKLANE PH: 27812423 VIZAG, DABA GARDENS, PH: 6633381 BHUVANESHWAR: JANPATH, PH: 2532507, KOLKATA SOUTH CITY MALL, PH: 40072201, MYSORE D URS ROAD PH: 4262771.