

Van Heusen India Men's Week closes with a grand finale by Ashish Soni; Rohit Gandhi and Rahul Khanna designing for Van Heusen

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Van Heusen presented an exciting and action packed Grand Finale at The Van Heusen India Men's Week with designers Ashish Soni, Rohit Gandhi and Rahul Khanna presenting the Van Heusen Spring-Summer 2010 collection for Van Heusen and V Dot respectively.

Commenting on the Grand Finale collection, Mr. Shital Mehta, COO, Van Heusen, said: "Ashish Soni, Rohit Gandhi and Rahul Khanna resonate the Van Heusen philosophy very strongly, thereby marrying the classic image of Van Heusen with their modern eclectic sensibilities, making the collection eternally appealing. We are confident that their lines will bring together the best of contemporary design and practical fashion and more importantly, make it accessible to a larger set of our consumers."

Breaking away from the norm, the Van Heusen Grand Finale promises to be an evening exemplifying glamour and fashion with two shows concluding the Grand Finale with models walking the ramp in designs by Ashish Soni showcasing the Van Heusen corporate line for a gentlemen that likes beautiful things and luxury without ostentation and V Dot, a club wear range by Van Heusen by Rohit Gandhi and Rahul Khanna for the young India.



Ashish Soni's contemporary formal range designed especially for the Van Heusen Grand Finale, promises to be both modern and experimental with a strong trend on narrow draped trousers, short jackets with slim lapels and sharp cuts. The garments are body hugging, very fitted, short and sharp, exhibiting his trademark immaculate tailoring and attention to detail.

The collection is in three main colours, black, charcoal, and white with hints of blue, and is custom made for the experimental man and epitomises all that is expected of catwalk menswear - luxurious, cerebral and glamorous. The designer's collection once again illustrates that is realistic and balanced with regards to fashion, with enough sensitivity and intelligence to appeal to everyone from the high-fashion buyer to the everyday businessman.

Commenting on the collection Ashish Soni said "Presenting the grand finale always come with a sense of great excitement and I would like to thank Van Heusen for the fantastic opportunity. I am presenting my line for the man who is in his mid 30s, has worked his way up and likes to enjoy the good life. Emphasis is on the tailored fitted suit and how it can be worn in different ways, smartly incorporating unconventional colours into the classic suit colours of black, beige, charcoal brown and white for a truly contemporary and luxurious collection".

The Van Heusen Grand finale collection by Rohit Gandhi and Rahul Khanna is a spectacle stemming out of the designers' contemporary sensibilities. The collection enjoys an infusion of new age cuts and constructions. Bottoms in knit with dropped crotches, small collars with thin ties, overalls in canvas and sharp suits represent the new silhouettes, which effortlessly blend from structured to relaxed.



Black, white and grey form the color story with sharp accents of forest green, apple red and mist blues. Modern and experimental with a twist, the collection through its various details like deconstruction, color blocking, textures and strong graphic prints sets out a definitive creative benchmark and reinforces the duo's forte in prêt western wear.

The designer duo's exclusive lines are being created for V Dot by Van Heusen and will retail out of Van Heusen and V Dot stores in the beginning of next year.

Commenting on their collection for the Grand Finale, Rohit Gandhi and Rahul Khanna, said: "We feel honoured to be showcasing at the Grand Finale at the first Van Heusen India Men's Week. With this association, we intend to add a dimension to the edgy and bold V Dot range and infuse the collection with new age cuts replete with an eclectic colour palette for the flamboyant and assured man of today".

The showstopper for the Van Heusen Grand Finale walked the ramp with a lot of style and panache donning a black two button suit in super 130s super fine wool with contrast collar for the corporate look by Ashish Soni and a relaxed evening look by Rohit Gandhi and Rahul Khanna.

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.