

Van Heusen launches its largest exclusive store in Chennai

17 April 2009

Showcases its spring summer 2009 collection in an evening of style and panache!



Van Heusen, the leading premium lifestyle brand, today announced the launch of its biggest ever exclusive store on R K Salai, Mylapore, over an evening that spelt fashion, elegance and panache.

Spread over 5000 sq ft, this store offers a world class shopping experience, and embodies the brand's philosophy of creating an impact. Spanned across four floors, the store offers the entire width and depth of merchandise stretching from Van Heusen Men, Women, club to accessories while boasting of world-class interiors and state-of-the-art lighting. For a single-brand exclusive store, this retail entity makes an emphatic statement of the brand's commitment to offer the very best to its customers.

Commenting on the occasion, Mr. Shital Mehta, chief operating officer, Van Heusen said, "The growth of the retail sector supported by a discerning and experimentative consumer makes Chennai an exciting market for a brand like Van Heusen. Through this exclusive store, Van Heusen hopes to strengthen its commitment to the most valued aspect of the business – our consumers."

The evening began with a hi-tea followed by a fashion show with models showcasing the spring summer 2009 collection from Van Heusen, V. and Van Heusen Woman.



The new SS09 collection brings style to corporate boardrooms with its contemporary trends that feature the new cutting edge formal collection.

This season, Van Heusen infuses half-sleeve shirts with formality and fashion that makes it the rage. The formal collection features accentuated collars and cuffs, with international silhouettes and styling. This season, the new stylised range focuses on subtle but noticeable detailing and a powerful play of classic colors that helps underline your authority.

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 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,

And select stores of: Planet Fashion, Lifestyle, Central, Shoppers' Stop