

## Van Heusen reveals its new and exhilarating CHEMISTRY

20 March 2009



This season, Van Heusen presents its new and exhilarating CHEMISTRY — a never-seen-before range of short sleeve shirts in preppy eclectic tones of plastic green, fresh turq and ochre lemon. Layered with a dressy chic sensibility to make it this season's stylish corporate fashion statement.

The line features stylised shirts, slim fits, and short shirts — all crafted out of the finest 100 per cent cotton and cotton linen blends. Available in solids, stripes, checks and prints worn with off-white pants to create a signature Van Heusen look. Designed to turn a few heads this summer!

### **The inspiration**

The collection has been inspired by colours of acid, colours which are magnetic, preppy and out to charge the surroundings with energy.

### **Van Heusen trend**

- Eclectic colours in men's wear
- Preppy colour tones to bring in freshness and fashion to the boring boardrooms

### **Key highlights**

- Acidic colours making an entry in dress formals which are rejuvenating, stylish and impactful
- Stylised short sleeves shirt range
- Solids, stripes and checks shirts to be paired with white pants for the most contemporary look

Price ranges from Rs. 1299/- onwards.

*Available at all Van Heusen Exclusive stores and leading menswear outlets.*