

## The most-awaited Van Heusen women's collection, revealed!

28 October 2010

### Create your fashion story with Van Heusen

Bangalore: Stylish, modern and refreshingly new — get ready for this season's highly awaited Van Heusen women's collection. Boasting of designs with cleaner lines, and shapes and forms that breathe easy, the collection continues to remain faithful to its traditional shades. The soft and solid pastel tones add a delightful Fall-Winter feeling to the collection, with 'Teal, Mustard and Navy Story' and 'The Green Story' being the key highlights of VH Women.



Teal, mustard and navy: Bold geometric prints, offset with ochre accents define this assertive colour story. The collection interprets graphic lens, rearranges graphic units to form interesting shapes and patterns that simply make the wearer the centre of attention. Teal and mustard emerge as front-runners for popular, splashy colours. These colours combine as a bold mix in patterns and accessories. The end result — a bolder and more confident-looking you.



Green: The predominant colour this season is green, which is vivid and lush when in solid, and spectacular when offset with prints in greys and blacks. Exuding both a warming and cooling effect, the colour green denotes balance, harmony, and stability. Emerald, jade, jewelled, foliage, leaf or acid, there is a green for everybody. What's more, the colour is cool, restful, and signifies growth. Use several shades of green

for a fresh, breezy feeling. An emerald and black checkered double-breasted jacket with pleated black pants, or a graphic tent dress with a black trench, talks about two key looks that are bound to raise mercury levels by a few notches, if not more.

Timeless glamour meets colour combination par excellence: Teal mustard, navy gray and bold green create excellent gala evening jackets of several shapes and lengths. Slim trousers, shirts rich in elegant details, cocktail dresses and sweaters with soft drapes with a graphic look ensure you are the toast of every evening. What more could one ask for?

Create your new fashion story, now.

Prince ranges:

Shirts: Rs. 795/- onwards

Trousers: Rs. 1295/- onwards

Suits: Rs. 4995/-

Dresses: Rs. 1995/- onwards

Knits: Rs. 395/- onwards

The collection is available at all exclusive Van Heusen stores.

### **About Van Heusen**

Van Heusen is the world's No.1 dress shirt brand. In India, 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 in the country. 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 them accessible to the Indian consumer. For more details, visit [vanheusenindia.com](http://vanheusenindia.com)

New Delhi: C-15 Connaught Place, 41513981. South Ex. II. 41647925. Select City Walk, Saket, 42658321/22. Westgate Mall, 45508033. The Promenade, DLF, 46098284. District City Centre, Janakpuri, 25572222. Gujralsons, Ajmal Khan Road, 28753199 NOIDA: The Great India Place, 2456980. Sector-18, 4261108 Gurgaon: Ambience Island, 4665385/84. DLF City Center, 4067912. MGF Mall, MG Road, 4046212 Faridabad: Crown Build Tech, 4085322. Crown Plaza, Mathura Rd., 4012799 Ghaziabad: Shipra Mall, 4158748. Lucknow: Hazartganj, 4073150. Fun Republic Mall, 4080596. Jaipur: Triton Mall, 5156726. MGF Mall, 4027864. Govind Marg, Raja Park, 4014809 Meerut: Abu Lane, 4033839. Chandigarh: SCO -34, Sector 17, 2728511 Bangalore: Brigade Road, 25585994. Garuda Mall, 41531022,. Forum Mall, 22067606 . Jayanagar 4th Block, 41749411. 100 Ft Road, Indira Nagar, 42115478. Commercial Street, 25594677 Hyderabad: Banjara Hills, 42301308,. GVK One Mall, 44767833. Somajiguda, 66820733, Secunderabad: Parklane, 27812423 Vizag: Daba Gardens, 6633381 Mangalore: Yenepoya Chambers, 4266749 Mysore: Devraj Mohalla, 4262771 Mumbai: Oberoi Mall, 28422385. Nirmal Lifestyle, 25610061. Inorbit Mall Vashi, 27810938. Inorbit Mall, Malad, 67410888. Infinity Mall, 26396747. R City Mall, Ghatkopar West, 67255575 Pune: M G Road, 26053280. J M Road, 25511014 Surat: Dharam Palace, 2255881. Iscon Mall 6565771, Ahmedabad: Iscon Mall, 40026335. C.G. Road, 32946754 Kolkata: South City Mall, 40072201 Bhubhaneshwar: M.G. Road, 2533215 Calicut: Focus Mall, 4021404