

## **V. came, V. saw, V. conquered, V Dot**

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### **The name**

Since its mind-blowing debut in the fall-winter of 2006 the brand V Dot has continued to set a scorching pace. Stacked across 60 exclusive Van Heusen stores and another 20 V Dot stores slated to open by the end of the year, it comes as no surprise that today it is the fastest growing clubwear brand in India. Its success is amply evident – a CAGR of 75% over the last four years. With an unwavering focus that is centred around the ever-shifting tastes of the youth and a dedicated team rallying behind, it has admirably risen to the challenges thrown its way time and again and will continue to be the torchbearer of the trendy young Indian.

### **The line**

The party scene will never be the same again. Thanks to the all-new V Dot line that promises to give clubwear a complete makeover.

An eclectic collection that comprises an outstanding line of shirts, trousers, denims, knits, jackets, suits and blazers combined with cutting-edge fashion sensibilities, superfine fabrics, surface embellishments and perfect accessorising, thus making it distinctive, bold and yet sophisticated, to say the least.

So when you have a line that is all set to revolutionise the party scene as we know it, who do you think has shoulders sexy enough to carry it off?

Only one name comes to mind: John Abraham.

### **The man**

Riot-inducing hotness factor. Demigod status. Clotheshorse. What more could a man ask for?

So when we were looking for the man to personify V Dot you can understand why we didn't have to look too far. John's inherent sexiness and sophistication coupled with V Dot's smoking-hot 'wearable couture' line made for the perfect fit in more ways than one. And when the combination fits so impeccably, who are we to argue?

Mr. Shital Mehta, Chief Operating Officer, Van Heusen, has a few words, "When it came to selecting the right brand ambassador for V Dot, the choice was unanimous. It just had to be John Abraham. He brings with him the irresistible blend of cool quotient and sex appeal, which is the space that V Dot occupies among the mindset of today's party animals."

And in his inimitable style, John adds, "I am proud and honoured to be associated with V Dot, not just because it is the coolest and most stylish clubwear brand in the country but because it's a reflection of my own sense of style. These are clothes I would willingly have in my wardrobe. It's young, it's sexy and very, very me."

**The pedigree**

V Dot inherits its sophistication from Van Heusen, a premium lifestyle brand for men with its core area of strength being its extensive formal wear range. The brand embodies corporate fashion and reflects the 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, which have undergone many stages of evolution, of Indian men. At each turning point Van Heusen has stood witness to these changes – and has been ahead of the curve.