

## **FDCI announces Arjun Khanna as the opening designer at the Van Heusen India Men's Week 2011**

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**New Delhi:** Arjun Khanna, the iconic designer whose forte lies in men's fashion and design, is all set to showcase his power packed collection as the opening designer at the Van Heusen India Men's Week 2011. The three-day men's fashion fete is being held from September 2-4, 2011 at The Grand, New Delhi. Van Heusen India Men's Week has cemented India's position as the fourth fashion destination for menswear in the world.

Thrilled about opening the event, Arjun Khanna said, "I am very excited to showcase at VHIMW. I have been recognised and appreciated for my work in men's fashion and it couldn't get any better than opening the VHIMW 2011. It is a proud moment indeed. My collection is all about action-men, not Batman or Superman but Arjun Khanna's imagination about action! I am looking forward to showcasing in Delhi where I have always received warmth and a great response."

Announcing the prestigious opening designer, Sunil Sethi, President, Fashion Design Council of India said, "Arjun is one of the best menswear designers in the country. Many of us have been waiting to see his collection for a while now. There are very few designers who specialise in men's couture in India and we are especially excited to have Arjun with us this year. We look forward to a grand opening of the third edition of VHIMW 2011 with him showcasing his exquisite work. I'm sure a dose of Arjun's creativity and energy will make this a show to remember."

Shivaraj Subramaniam, marketing director, Van Heusen said, "Arjun Khanna brings alive the classy drama through his exquisite collection and retains a sense of Indianess in his collection. His signature style of fusing colour and decorative detailing with contemporary styles has positioned him as one of the leading designers that India could produce. We look forward to seeing Arjun Khanna as the opening designer at the VHIMW 2011 and set new benchmarks in the fashion industry."

**Fashion Design Council of India:** A not for profit organization FDCI is the apex fashion council of India. Represented by over 300 designers, FDCI takes Indian fashion global by promoting the 'business of fashion'.

For details visit [www.fdc.org](http://www.fdc.org)

### **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