

Grand finale by Karan Johar + Varun Bahl at Van Heusen India Mens Week 2011

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Showcasing the menswear range under the label 'Karan Johar + Varun Bahl'

Fashion Design Council of India announced the grand finale designers of the Van Heusen India Men's Week (VHIMW) 2011. VHIMW grand finale will showcase the larger-than-life collection of menswear by Karan Johar and Varun Bahl under the duo's label 'Karan Johar + Varun Bahl' which was launched in 2009. The three day men's fashion fete's closing show on the 4th of September 2011 will parade the best creative confluence ever experienced.

Varun Bahl, the stupendous designer who has been applauded for his work in the menswear segment of fashion is all set to culminate the VHIMW 2011 with much pomp and grandeur as he and Karan Johar, the ace Bollywood filmmaker come in together as a power packed duo to showcase their collectively crafted collection exclusively dedicated to men's fashion.

The excited Varun Bahl and Karan Johar said, "India is one of the few countries in the world to host a fashion week dedicated to men's wear and it's great to be a part of the VHIMW 2011 for the second time. Look forward to doing the finale."

Announcing the prominent grand finale duo designers, Sunil Sethi, President, Fashion Design Council of India said, "Karan and Varun's creative energies in synch will display a spectacle which is sure to thrill everyone. Craftsmanship and glamour will fuse together to create a rather magical and unforgettable moment. Varun is an ace designer known for his ability to look beyond the obvious and create something very different each time and Karan is recognised for his aesthetic sense of style. With two shows already under his belt, he doesn't need to prove that he is as good in fashion design as he is in filmmaking. On behalf of FDCI, I am proud to announce Karan Johar and Varun Bahl will culminate the third edition of VHIMW with much pomp and grandeur."

Mr. Shivaraj Subramaniam, Marketing Director, Van Heusen said, "Karan Johar and Varun Bahl have carved a niche for themselves in men's fashion with their unique partnership. Karan's passion for cinema and fine dressing matched with Varun's flair for elegant and classy fashion makes them a potent combination, and we're delighted they are bringing up the grand finale this year."

The three day men's fashion week 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.

Fashion Design Council of India: A not-for-profit organisation, 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

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