

## Van Heusen Woman announces Nargis Fakhri as their brand ambassador

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~Evolve everyday~

**Mumbai: Van Heusen Woman**, the modern, refreshingly new and chic brand from Van Heusen is all set to turn up the heat this winter. The most admirable women's wear brand is announcing its new face and brand ambassador today. Van Heusen Woman, a brand which favours confident, bold yet elegant femininity, did not have to look any further to find the right ambassador who would perfectly define the brand's image when they discovered the exquisitely svelte and beautiful, the bold Nargis Fakhri.



Nargis, who has recently burst on to the Bollywood scene with *Rockstar* has been a New York-based supermodel. Nargis's choice as a brand ambassador for Van Heusen Woman brings together key values that work in tandem. The brand is on the cusp of a steep growth and is well poised to extend its appeal to a large western-wear sporting audience, while Nargis's career is set to take off equally well. The elegance and confidence she brings to the table is highly desirable and aspirational for today's women. Van Heusen Woman offers women clothes that are in vogue, comfortable and refreshing - while always being faithful to its core philosophy of clean lines, traditional soft and solid pastel tones, with shapes and forms that breathe easy. And Nargis Fakhri blends closely with this chic factor of the brand with her refined beauty and flawless style. The spirited personality and impeccable charm she exudes thoroughly reflect the brand's values.



In her first campaign for Van Heusen Woman, Nargis Fakhri will feature in the brand's stunning range of dresses, which is the centre piece of the Autumn-Winter season.

Shot by internationally acclaimed photographer Justin Polkey, the campaign sees Nargis in a whole new avatar: a go-getter with a wardrobe to boot. In an array of sharp, yet feminine dresses, Nargis will be seen in lace sheath, stripes, animal prints, florals, paired with unlined blazers, parka jackets, suede coats, offset by oversized belts and maxi envelope clutches.

### 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)