

## Van Heusen Woman presents 'The Bag Fest'

*An exquisite range of 'Arm Candy', worthy of your embrace*

1 May 2011

**Bengaluru:** Van Heusen Woman ushers the season by introducing the 'Arm Candy – Bag Fest'. The brand reiterates its dominance as the most admired women's wear in the apparel market by completing the fashionable summer look with their exclusive and widest collection of handbags, ranging from oversized totes to sleek clutches.



Van Heusen

Woman now offers the complete shopping experience to you with their trendiest collection of slings and clutches to team up with your attire. Ideal for casual occasions or formal business meetings, this range of stylish accessories definitely ups the fashion quotient by complementing your demeanour.

This festival of exquisite hand bags is something no woman should do without; Arm Candy includes oversized tote bags, sleek clutches and everything else in between. And the collection, we assure you, holds more than a thing or two you would gladly give an arm for.

Indulge into a fashion fiesta with Van Heusen Woman's 'Arm Candy' Bag Fest. On display at Van Heusen exclusive stores and select central outlets, this limited period festival closes May 15, 2011, which leaves you with precious little time to get your arms around one.

Prices range from Rs. 995 to Rs. 2,195



### 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.