

Van Heusen launches flagship store in the capital, with a new retail identity
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John Abraham heats up Van Heusen's latest store launch!

Van Heusen, India's premium corporate fashion brand, launched its flagship store in the city close on the heels of the successfully concluded Van Heusen India Men's Week. John Abraham, Bollywood's hottest hunk was present to do the honours. The event also saw the unveiling of the new retail identity of the brand, designed by the award winning German Design Consultants, Blocher & Blocher.

The new store located on the first floor of Ambience Mall, Vasant Kunj houses the entire catalogue of Van Heusen brands with large dedicated spaces for Van Heusen, VDOT, Van Heusen Woman, Van Heusen Sport and a separate lounge showcasing the finest collection of suits and blazers in the country. The brand continues its close bond with the city and its consumers by opening its 29th store in Delhi.



Mr Ajay Ramachandran, Brand Head Van Heusen: “We are happy to launch our flagship store in Delhi. We would like to dedicate this store to the fashionable and sophisticated city of Delhi. We will be offering the finest merchandise from all our segments to satiate the needs of the smart and stylish consumers of this great city. We are also excited to unveil our new retail identity and look forward to continued love and affection from our consumers across the capital and the nation.”

“I love coming to this city as much as I love slipping into my favourite V Dot. This new store has given me another reason to come to one of my favourite cities in the world. I know I'd get the most exclusive collections from my favourite brand right here. It's always stylish, always trendy and always relaxed - just like Delhi and me,” said Bollywood hunk John Abraham at the Van Heusen store launch.



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.