

Van Heusen launches X Lifestyle- Corporate work wear re-defined

04 October 2012

~ Be the trendsetter at work~

Mumbai: Van Heusen, India's No. 1 premium lifestyle brand for men, women and youth today announced the launch of its brand new range of corporate wear, aptly called X-Lifestyle, designed for modern professionals. This fashionable, bold and distinctive range is expected to revolutionise the way Corporate India dresses itself to work.

X-Lifestyle by Van Heusen breaks the decades-old convention of formality and brings in a subtle and desirable touch of excitement to every professional's wardrobe. It reflects the belief of next generation of professionals - that creating impact is as much about style as it is about substance. X Lifestyle is a mutiny against mundanisms, a revolt against decades-old convention of staid formality. Through bolder checks and stripes, inner detailing patterns, slimmer fits, the range helps the professional of today make a statement wherever he goes.



The launch event of this innovative line was an equally unique and a stunning affair, with the Jet Airways Hangar at the Mumbai International airport serving as the venue. Several well-known faces from the social circuit added a dazzling touch of glamour to the event. The event was compered by Kamaal Sidhu and was led by Mr. Pranab Barua, Business

Director, Apparel & Retail, Aditya Birla Nuvo Limited, who unveiled the X-Lifestyle branded Jet Airways aircraft.

The ordinary hangar was transformed into a glamorous backdrop for the fashion show. The ramp was set up in a "X" shape, inspired by the 'X' of X-Lifestyle, which offered the guests an amazing vantage point to witness the whole proceedings.

The evening was a fantastic display of fashion and glamour, which saw the participation of prominent entrepreneurs such as Phanindra Sama, CEO, RedBus and Sanjay Sharma sashaying down the specially created ramp, along with top models of the country like Chetan Hansraj, Adam Bedi, Shawar Ali, Acquin Pais, Alex o Neil, Sunny, Siddharth Kher, Sid Rawal, Kushal Punjabi, Robbie Mairh, Nameet Khanna and Freddy Daruwala styled in the X Lifestyle collection. Actor and style icon Rahul Khanna made a striking



appearance as the showstopper for the event.



Speaking on the occasion Mr. Ashish Dikshit, CEO, Madura Fashion & Lifestyle, said, “We are extremely delighted to announce the launch of our latest collection – the X Lifestyle by Van Heusen. Over the last 22 years of existence in India, Van Heusen has been making workplace more fashionable. We have consistently tracked and understood the evolving fashion needs of Indian professionals. At each turning point we have been at the forefront of bringing innovative products for the professional. With the professional world becoming more fashionable, we wanted to redefine corporate fashion. And X-Lifestyle is an attempt in that direction. With bolder checks and stripes, inner

detailing patterns, slimmer fits, this range will make the workplace far more trendier and help the professional make a statement wherever he goes.”

Manish Dureja, Vice President - Jet Airways, said, “At Jet Airways, we pride ourselves in fostering long-term relationships with our guests and frequent flyers through constant customer centric innovation. The aircraft wrap is like a flying billboard that allows clients to take their brands to the skies quite literally. All of us at Jet Airways are immensely proud and happy to have innovated to create another opportunity for media buyers. We are happy to partner with Van Heusen, and are certain X Lifestyle will reach out to its target customers through this unique branding opportunity.”

About X Lifestyle

X Lifestyle by Van Heusen is a brand new range of fashionable formalwear designed for the modern professionals. This fashionable, bold and distinctive range is a mutiny against mundanum, a revolt against decades-old conventions of staid formality. It is the epitome of formal chic, an invitation to an exciting world of dapper dressing. X Lifestyle by Van Heusen is expected to revolutionise the way Corporate India dresses itself to work.



X Lifestyle by Van Heusen is a defining moment in corporate dressing, lending an edgy, stylish and powerful persona to the whole concept of what one should wear to work. It breaks decades-old convention of formality and brings in a subtle and desirable touch of excitement to every professional's wardrobe. It reflects the belief that creating impact is as much about style as it is about substance. Through bolder checks and stripes, inner detailing patterns, slimmer fits, the range helps the professional of today make a statement wherever he goes. X Lifestyle by Van Heusen will change the way Corporate India dresses and looks.

About Van Heusen

Van Heusen is India'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 India. The brand epitomises 'Fashion for the Professional' and its design driver is the combination of fashion and elegance.

Over the last 22 years of existence in India, Van Heusen has been making workplace more

fashionable. Van Heusen has consistently tracked and understood the evolving fashion needs of Indian professionals. At each turning point Van Heusen has stood witness to these changes, and has been ahead of the curve in forecasting emerging trends and making it accessible to the Indian consumer. For more details, visit www.vanheusenindia.com

Photo Gallery of the event



Show Stopper Rahul Khanna at the launch of X-Lifestyle a brand new range of corporate wear at the Jet Airways Hangar, Kalina

VAN HEUSEN EXCLUSIVE STORES: HYDERABAD : Banjara Hills: 42301308 • GVK One Mall: 44767833 • Somajiguda: 66820733 • Himayath Nagar: 23266167 • Habsiguda Main Road: 40205676**SECUNDERABAD:** Parklane: 27812423 **VIZAG:** Daba Gardens: 6633381 **BANGALORE:** Indiranagar 100 Ft. Road: 42115478 • Brigade Road: 25585994 • Phoenix Market City: 67266192 • Garuda Mall: 41531022 • Orion Mall: 22682062 • Jayanagar 4th Block: 41749411 • Commercial Street: 25594677 • Gopalan Innovation Mall: 41329367 • Kamanahalli Main Road: 25457157 • Royal Meenakshi Mall: 67080181 Koramangala: Opening Shortly **MYSORE:** Devraj Urs Road: 4262771 • Mall Of Mysore: 4521259 **MANGALORE:** The City Centre : 4274471**SHIMOGA:** Nehru Road: 220416 **CHENNAI:** Express Avenue Mall: 28464153 • R K Salai: 28473747 • Nungambakkam: 42137977 • Ampa Mall: 43300394 • Adyar Basant Nagar: 42022346 Valasaravakkam: 42600291 • **PHEONIX MARKET CITY** (Opening Shortly) • Wannarpet Ph: 25968811(Opening Shortly) **COIMBATORE:** Cross Cut Road: 4378309 • DB Road: 4369181 • Brookefields Plaza: 2255990/ 92 **Trichy:** Sastri Road: 4220709 **COCHIN:** MG Road: 2365599**CALICUT:** Focus Mall: 4021404 **KOTTAYAM:** Ooppottil Building, KK Road: 2568059 **THRISSUR:** Thrissur Trade Centre: 6538299**TRIVANDRUM:** M.G Road: 2335576 **KOLLAM:** Raidson Plaza : 2740009 Vasant Kunj: Ambience Mall: 40870167 • Connaught Place: Inner Circle C Block: 41513982 • Raja Garden: Westgate Mall: 45508033 • Saket: Select Citywalk Mall: 42658322 • Vasant Kunj: The Promenade DLF: 46098284 • South Extn II: E-12: 41647925 • Rohini: City Centre Mall: 27933810 • Subhash Nagar: Pacific Mall: 47321624 • Laxmi Nagar: V3S Mall: 43082866 • Kamala Nagar: 23843873 • Kamala Nagar: 42267009 • Karol Bagh: Ajmal Khan Road: 28753199 • Janakapuri: District Centre: 25572222 • Dwarka: Ashirwad Chowk: 45685430 Raja Garden: TDI Mall **FARIDABAD:** Crown Interioz: 4085322 • Ansal Crown Plaza: 4012799 **GHAZIABAD:** Shipra Mall: 4158748 • Mahagun Mall: 4331183 • Opulent Mall: 4169898**GURGAON:** Ambience Island: 4665383/4 • DLF City Center: 4067911 • M.G.F Metropolitan Mall: 4046212 • **NOIDA:** The Great India Place: 4261109 • Sector-18 : 4261109 • **GREATER NOIDA:** Ansal Plaza Mall: 4291362 **CHANDIGARH:** Sector 17 Sco-34: 2728511 • Mani Majra: 4645898 **PANCHKULA:** Sector 8: 5010013 **PATIALA:**Bhupindra Road: 55061222 **KURUKSHETRA:** Kessel Mall: 290265**AMRITSAR:** The Celebration Mall:

5031791 • Alpha One Mall: 5058072 **BATHINDA:** Dhobi Bazar:
2250530/5011057 **JALANDHAR:**Viva Collage Mall: 3190099 • Model Town:
4632600 **LUDHIANA:**MBD Mall: 4412535 • West End Mall: 4628855 • Mall
Road: **DEHRADUN:** Rajpur Road: 6454544 **SAHARANPUR:** Court Road **SIRSA:** Rodi
Market **JAIPUR :** Triton Mall: 5156726 • Pink Square Mall: 4048739 • MGF Mall: 4027864
• Vaishali Nagar: 2356108 • Raja Park: 4011902 • Mansarovar Madhyam Marg **BIKANER:**
Rani Bazar: 2203060 **JODHPUR:** C Road Sardar Pura **KOTA:** City Mall: 2700382**SHRI**
GANGANAGAR: Ravindra Path: 2470551 **UDAIPUR:** Celebration Mall:
5158817 • Shakti Nagar 5100395 **LUCKNOW:** HAZARTGANJ: 4073150 • FUN
REPUBLIC: 4044060/4080596 • Kapoorthala: 4082655 • Wave Mall: 4025872 • Eldee
Plaza **MEERUT:** ABU LANE: 4033839 **BAREILLY:** Pheonix United Mall Barielly:
2583306 • DB Puram **DEHRADUN:** Rajpur road: 6454544/ 6541870**GORAKHPUR:** CITY
MALL: 2205231 **KANPUR:** Z. SQUARE : 2302315 **MORADABAD:** WEST END MALL:
2450251 **RUDRAPUR:** Matke wali Gali **SAHARANPUR:** Court Road **HALDWANI-**
Opening Shortly **MUMBAI:** **Santa Cruz:** Linking Road : 26054841 •**Lower Parel:** Grand
Galleria Pheonix Mall: 66152898 • **Kurla (W):** Market City Mall: 61801437 • **Malad:**
Infinity Mall: 67656533 • **Goregaon:** Oberoi Mall: 28422385 •**Borivali (W):** Mayfair - 14,
Ramdas Sutrale Marg: 28927806 •**Borivali (W):** S.V. Road: 28660611 • **Mulund:** Nirmal
Lifestyle: 25610061 •**Bhandup (W):** Neptune Magnet Mall: 267982326 •**Vashi:** Inorbit
Mall: 27810938 • **Ghatkopar:** R-Citi Mall: 25181313 •**Thane:** Korum Mall:
66096426 •**Thane:** Ulhasnagar : 2567575 •**Dombivli:** Kasturi Plaza: 2860193 •**Kalyan(W):**
Lal Chowki ,Agra Road : 9820119395 • **Vasai:** Dhuri Arcade 2330669 **AHMEDNAGAR:**
Kedare Arcade: 2424277 **AURANGABAD:** Prozone Mall:
6618194**ICHALKARANJI:** Vishranti Nagar : 2433936 **NAGPUR:** Empress Mall:
22766022 **NANDED:** Treasure Bazaar Mall: 2229889 **NASHIK:** City Centre Mall:
7276010029 **SOLAPUR:** Citi Corner: 2720938 **VAPI:** Fortune Mall: 9228034164 **PUNE:**
Phoenix Market City: 30950202 • Jm Road: 25511014 • Mg Road: 26053280 • Sgs Magnum
Mall, Camp: 26332270 • Town Center: Amanora • Aundh: 30530244 • Kothrud:
25387359 • Koregaon Park Plaza: 30530244 **KOLKATA:** South City Mall: 40072201 •
City Centre-II: 64587321 • Avani River Side Mall: 26780231 Lindsay Street:
64587325 **DURGAPUR:** Junction Mall: 2542044 **GANGTOK :** Pani
House : 280199 **BHUBANESWAR:** Janpath, Ashok Nagar: 2533215 • Forum Mart,
Kharvel Nagar: 2380784**CUTTACK :** Buxi Bazar, Baropathar: 2419555 **PATNA :** Fraser
Road Dumraon Palace: 65267898 • P & M Mall: 9431017276 • Raja Bazaa, Sheikhpura :
9334757666• Hathwa Market • Boring Road: 2270850 •**MUZZAFARPUR :**
Motijheel **DHANBAD:** Shri Ram Plaza, Bank More Rd **BHOPAL:** Mansarovar Complex:
4252351 **RAIPUR:** City Centre Mall: 4033185 • **BILASPUR:** City 36 mall: 2271827 •
Rajeev Plaza