

Deepika Padukone turns designer for Van Heusen

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~ It's not enough that she wears stunning outfits; she will now dress you up as well! ~



Bangalore: A few weeks ago the media fraternity reported rumours that Deepika Padukone was in Milan getting inspired. Well, the rumours are true and it's confirmed! Van Heusen, India's No.1 premium lifestyle brand has collaborated with Bollywood Diva Deepika Padukone to co-create Van Heusen Woman's "Limited Edition" collection. The Bangalore model-turned-actress will debut as a "Fashion Designer" as she unveils this season's Limited Edition collection exclusively for Van Heusen. Known for her minimal, classic dressing, Deepika is one Bollywood diva who never ever slips up in the dressing department.

Earlier this year Van Heusen launched its Limited Edition line as part of their Spring/Summer 2013 range which got excellent response. With Deepika Padukone as the co-creator, the Limited Edition line goes notches higher with a trend-setting, unique, and exclusive collection in 'Couture' spirit. Pegged around 'OLD HOLLYWOOD' Glamour, classic meets contemporary is the overarching look of the collection. The palate of this co-created line features monochromatic shades for the uber chic, dusty rose pinks for the sensual women, cobalt blue for the trend setters and more which adds a lot of appeal to the stunning pieces of creation. The exclusive line has already hit Van Heusen exclusive stores across the country.



Talking about her turning designer Deepika said: "Well I'm hardly a designer, I think I am someone who has ideas but I'm not very good at executing. But I'm very open to seeing new things and sharing my ideas and then of course I need people to help me put it all together."

Deepika and Van Heusen's worlds are alike; Deepika has always stood for chic, elegant, effortless style and Van Heusen for sophisticated, graceful, understated fashion. Limited Edition by Van Heusen is the sweet spot between Deepika's world and Van Heusen's. "It's a little bit of what I already have and what I would like to see myself wearing. The collection is really about wearing your own personality. That's something I've always believed in. It's important to not forget who you are," said Deepika Padukone.



Mr. Vinay Bhopatkar, Brand Head, Van Heusen said: “We are absolutely delighted to co-create a line with Deepika Padukone exclusively for Van Heusen. These dresses are an ultimate combination of style, class, modernity and substance. For the woman who is always on the move and wants to look good, our limited edition with its non-fussy glamour is the perfect match - in one of our Limited Edition dresses, one could belong anywhere in the world. Women fashion followers have been quite influenced by Deepika’s overall charisma and this creation sparkles with her elegant style. We have shot the campaign with her at the most historical places in Milan like Piazza Del Duono, Di Viole Di Liquirozia, The Hallway- Galleria Vittorio, Mercato De Piazza and Park Bench – La Scala amongst others. Overall it’s a stunning collection that has been put together by

Deepika and Van Heusen!”

“I think when girls go in and buy Limited Edition from Van Heusen, I’d like them to feel like themselves but at the same time it makes you feel like you’re standing out from the crowd,” signs off Deepika.

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. Van Heusen has consistently been ahead of the curve in understanding the evolving fashion needs of Indian professionals and making it accessible to the Indian consumer. Today Van Heusen is not only the most preferred workwear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial and clubwear and this is what sets Van Heusen apart as the premium lifestyle brand.