

Van Heusen Chino Cousins: Meet our Chino family

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Bangalore: This Spring Van Heusen reinvents chinos in ways you would never imagine. Meet the chino family you didn't know existed, the Van Heusen Chino Cousins! You know chinos: Khaki or gray or blue and always semi-formalish. At least that's what you know. In fact we've gone and started an entire family. All on their own. And now they are yours to own.

Meet our Chino Cousins: LINO | JEANO | PEACHINO | ALPHACHINO AIRCHINO



Great hand feel, combined with stylish detailing makes the collection a perfect wardrobe solution. The different styles of chinos available at Van Heusen stores are: Airchino, Peachino, Alphachino, Jeano and Lino.

Jeano: Jeans-Inspired Chinos. Can anything beat a pair of jeans? Turns out there is. A Jeano. Looks every bit like a pair of jeans, just a little more comfortable and way more fashionable. Inspired by jeans these are enzyme washed over dyed chinos which are available in fashionable colours and brings an international flavour with them. More casual than the rest of the chino line, simply for its colours Jeano is young and preppy.





Lino: Chinos just like linen, just more manageable: The perfect summer gateway calls for the perfect pair of pants. Like a Lino that gets you the lack of a linen trouser with none of the bother of managing it. Slip into a pair and throw a nice easy, cool look. Team it with an engineered shirt tucked in. Finish off with a braided belt. Lino are washed cotton linen chinos. Lino is a perfect answer to the summers. Unlike a linen pyjama, Lino is a linen trouser which can be worn anywhere and that's what makes it special.

Peachino: Softer than the softest chinos. Chinos have always felt great to the touch. They just haven't felt this great. The Peachino is so soft, Van Heusen is calling it 'second skin'. Soft, comfortable and trendy, the Peachino goes effortlessly with sport plaids. Peachinos are chinos which are fabric peached and enzyme washed to give a better feel. This chino is in satin stretch which gives it an added advantage of comfort and ease.



Alphachino: Chinos From Milan. Inspired by Italian chic, Alphachino comes in bold, fashionable colours. Goes best with a subtle shirt that the pants do all the talking. Typically Italian, we say. Alphachino is inspired by the Alpha Male, who are dominant leaders, socially aligned and can adapt to situations really quick. The Alphachino boasts and promises the best touch in the market. Available in fashionable colours, one you only get to see on the roads of Milano, Alphachino is an attitude you wear.

Airchino: Probably the world's lightest chinos. This summer forget your pants, figuratively. Breeze through a hot, summer day in a pair of Airchino - the next best thing to wearing nothing at all. Pair with a crisp white shirt and a smooth pair of oxfords. As the name suggests, Airchino is light weight chino perfect for summer. Available in twill, subtle structures Airchino is a pair of light weight chino perfectly washed to give a great hand feel.



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.