

Van Heusen in association with LIVE Viacom18 announces the newest rave to hit the country - 'VDOT EMERGE Club Nights'

15 November 2013

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Bangalore: Get ready for an exciting and fun-filled musical night-out as VDOT, the premium Clubwear brand from Van Heusen in association with LIVE Viacom18 bring the peppy American band 'Dinner and a Suit' to India for the very first 'VDOT EMERGE Club Nights.'

VDOT EMERGE Club Nights is a unique property, conceptualised by LIVE Viacom18, which aims to give a platform to showcase international talent in the country. It engages crowds through fresh sounds, by exposing them to different and diverse musical sounds from around the world. VDOT EMERGE Club Nights acts as a bridge between the global music scenario and the Indian audience, giving them the chance to experience world class music.

With a unique blend of musical genres such as pop, ethereal, alternative and indie rock, the multi- talented American band, 'Dinner and a Suit' will debut in India this November at VDOT EMERGE Club Nights. The band comprises Cousins Jonathan Capeci and Joey Beretta on guitar and vocals, longtime friend Anthony Genca on bass, and Drew Scheuer on drums. Since the band's announcement of their first single from their album 'Since Our Departure' in March 2013, there has been no looking back for this quartet. Since then, the band has gone on to win accolades and recognition from the music industry. The lively band is performing on 16th November at Counter Culture, Bangalore.

Mr. Vinay Bhopatkar, Brand Head, Van Heusen, the presenting sponsor, said: "We are very thrilled to partner with LIVE Viacom18 on this property. Vdot which is our premium club wear line from Van Heusen is designed for the youth who want to dress up to make a bold statement. Club and Music forms an integral part of our brand building efforts. And a platform like this offers us an ideal platform to bring alive the brand promise."

Commenting on the festival, Mr. Jaideep Singh, Senior Vice President and Business Head – INS, Viacom18 Pvt. Ltd. Said: "Music has no boundaries and by way of V. EMERGE Club Nights, we wish to break geographical limits and bring international underground talented musicians to perform for Indian audiences so that they can also be part of the global music scene. LIVE Viacom18 is dedicated to large scale events which will bring not only popular artists from across the world, but also encourage budding talent. We hope that these events will inspire our homegrown artists to expand their reach and grow as musicians."

The talented, Jonathan Capeci of 'Dinner and a Suit' commented: "It's going to be the band's first time in India and we are really excited. We have already heard a lot of good things about the country. India is a very culturally strong country with great musical roots and we are looking forward to take back sweet memories as well as inspiration for our music."

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.