

Van Heusen launches innovative campaign using LinkedIn's APIs to search for the most fashionable professional

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Bangalore: Van Heusen, the country's numero uno professional fashion-wear brand is now on LinkedIn, the world's largest professional networking site. With an intent to identify 10 most fashionable professionals, Van Heusen is initiating a contest targeted at LinkedIn's member-base of 20 million professionals.

Through this contest, LinkedIn members can nominate up to 10 of the most fashionable professionals from their network. Of all the nominations received, Van Heusen and its panel of judges will pick 10 worthy winners, each of whom will receive wardrobe upgrades of Rs.25,000. To add another exciting element to this contest, every person who nominates will receive a Van Heusen discount voucher worth Rs.500.

With the creation of social media estate www.fashionableprofessionals.com for the contest, Van Heusen is well on its way to making its fashionable presence felt in the social media space.

"We have been making the workspace more fashionable," says Mr Vinay Bhopatkar, Brand Head, Van Heusen. "Last season we redefined formals with the launch of X-Lifestyle, the range of formals that lends an edgy, stylish and powerful persona to the whole concept of what one should wear to work. This season we wanted to take this to the next level and we thought LinkedIn would be a good fit for us to take on this mantle. The brand looks at digital medium very seriously and constantly looking at newer and exciting ways to connect with its consumers. We feel that a platform like LinkedIn has a lot of untapped potential for brands like us. LinkedIn audience is serious, professionals and making professionals fashionable is a serious business for us. We intend to do a number of activities around this space going forward," he elaborates.

Notes Mr Nishant Rao, Country Manager, LinkedIn India: "We are excited to work with Van Heusen for this interesting activity for professionals. LinkedIn's member base of over 20 million professionals will allow Van Heusen to connect with the right kind of audience for their products. This customised solution for Van Heusen is designed to drive relevant engagement with a member by tapping into their professional network, which in turn leads to higher virality. LinkedIn allows brands to innovate on the platform while also extending a contextual experience to our members."

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 party-wear and this is what sets Van Heusen apart as the premium lifestyle brand.

About LinkedIn:

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 225 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.