

Van Heusen launches its first exclusive accessory outlet in Lulu Mall, Kochi

09 October 2013

~ Extending its presence in the this category with its first exclusive accessory store~



Kochi: Van Heusen, India's no.1 premium lifestyle brand today opened its first exclusive accessory store in the country in Lulu Mall, Kochi marking the brand's newest focus area - Accessories.

Mr. Vinay Bhopatkar, Brand Head, Van Heusen said: "We are excited to launch our first exclusive accessory store in Cochin. Indian men today aren't looking for only apparel from a brand, they want to

complete the look with coordinated accessories as well. We have been slowly building up this category in our store by introducing various products like shoes, belts, wallets/bags etc. and have received fantastic response. We have now decided to expand the presence by opening exclusive store for accessories. Over the course of the next six months, we intend to open a few more stores across cities."

He added: "The Lulu mall happens to be the biggest in the country. We also have our exclusive brand outlet in the mall. We found a right partner and we took a call to launch the first store in the biggest mall."

The store houses a wide variety of accessories for both men and women. It has something for every occasion, giving one an abundance of options spanning from bags and belts to the most preferred Van Heusen footwear that will help make a stellar fashion statement.

The store will offer its patrons an enticing shopping experience. With elegant interiors, the new Van Heusen store is sophisticated and individualistic, catering to the young and vibrant Kochi consumers.



Store Address:

Van Heusen store

F 71, Lulu International shopping mall

Edapally

Kochi

Kerala- 682024

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 work wear 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.