

Van Heusen launches its largest mens wear store in Jaipur

8 November 2013

~ Van Heusen's 225th store in the country and 10th store in Jaipur with a special focus on suits ~

Jaipur: Van Heusen, India's No.1 premium lifestyle brand extends its shopping experience to Jaipur with the launch of its bigger and new store. With a strategic brand extension plan to make it the ultimate suit destination in Jaipur, 500 Sq.ft is dedicated to the vast suit collection from Van Heusen.

Spread across 1600Sq.ft, the store will also offer an expansive shopping experience with a wide assortment of formal, casual and club wear garments. With a premium look and feel and contemporary interiors, the store will host Van Heusen Sport and Vdot as a part of its collection.

Van Heusen's aim is to actively capture the growing formal wear category which undoubtedly comprises a large part of the consumer market. Jaipur, has been one of the larger and active contributors towards sales for the brand and hence the store opening is a strategic move to strengthen the brand in the city.

On the occasion of the new store launch **Mr. Vinay Bhopatkar, Brand Head, Van Heusen** said *"We are thrilled to launch our exclusive mens wear store in Jaipur today. Through this brand new store we would like to focus on suits category. Right from the time we opened our 1st store in Jaipur, our relationship with Van Heusen customers has been very encouraging and enduring. This city is very quickly emerging as a diverse city of fashion conscious consumers and we are quite confident that the ever charming Jaipuri consumers are going to love shopping at our store"*.

"Van Heusen recently opened an exclusive women's wear store in Jaipur and the response has been absolutely phenomenal. And we hope this new suit destination from Van Heusen will also be received the same way." Added Vinay.

Store Address:

Van Heusen
Rajasthali Plaza, Ajmeri Gate
MI Road,
Jaipur - 302001

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. Over last 22 years of existence in India, Van Heusen has been making workplace more fashionable. 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.