

## Van Heusen showcases limited edition collection for women

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~ An enthralling evening of unbridled fashion & glamour ~

**Bangalore:** Van Heusen, India's number one, premium lifestyle brand showcased its 'Limited Edition' collection for women in the seasons most definitive fashion finale. It was an enthralling evening of unbridled fashion and glamour, where attractive models took centre-stage in a fantastic fashion show put together by the gorgeous choreographer Sheetal Sharma at Olive Beach in Bangalore last night.

With the Limited Edition collection, Van Heusen does what it does best even better. Crafted from the most sophisticated fabrics and most contemporary cuts, these dresses are sure to elevate the woman from women. Be it the girl's night out or a hotshot shoot, all one needs is an occasion to carry these dresses off. An ode to elegance, each of the Limited Edition dresses was imbued with the spirit of Van Heusen's combination of fashion and style.



Extremely sophisticated, feminine, exuding the delicate aroma of elegance, this collection definitely goes from summer edition to collector's edition.



The fashion show, which was specially organised for the loyal Van Heusen Woman customers called VAN HESUEN DIVAS, also witnessed Bangalore's renowned socialites attending. Guests included Aparna Suri, Mariam Baig, Sarah Khatri and many more. Models Pashmeena Barker and Jackie Shetty led the troupe that scorched the runway in glamorous dresses, as the audience sipped wine and cocktails from a bespoke menu that complemented the fabulous Limited Edition range. What followed was an absolutely high adrenaline show packed with style, sophistication and

great tunes by DJ Shasha, with Sheetal Sharma playing the host.

Glamour and fashion was definitely the theme of the night and the fabulous crowd kept the party going, in truly Bangalore style!

### **About Van Heusen**

Van Heusen is India's number one 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.

Over the last 22 years of existence in India, Van Heusen has been making the 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.

