

Van Heusen unveils its 2nd exclusive store in Ranchi

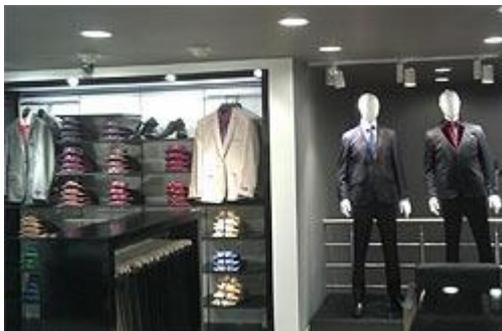
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~ Sets benchmark for the biggest store in the east ~



Ranchi: Van Heusen, India's no.1 premium lifestyle brand known for offering high fashion and quality merchandise has announced the launch of its biggest store in the east at Kadru More, Ranchi, making the brand accessible to its discerning consumers in the city.

The store, spread across a sprawling 2500sqft, will offer its patrons an enticing shopping experience. With elegant interiors, the new Van Heusen store is sophisticated and individualistic, catering to every sartorial need of consumers by providing the entire clothing range including, Van Heusen, Van Heusen Sport, VDot and Van Heusen Woman. The store also houses the latest Autumn Winter'13 collection from Van Heusen making it the trend destination for customers.



The brand new store has something for every occasion, giving you an abundance of options spanning from formal and casual wear and the most preferred club wear that will help you make a stellar fashion statement. The wide range of fashion apparel from Van Heusen includes an assortment of dresses, shirts, skirts, tunics, t-shirts and accessories for women and shirts, trousers, suits and blazers, t-shirts for men making it the trend destination to the city's

residents.

On the occasion of the new store launch Mr. Vinay Bhopatkar, Brand Head, Van Heusen said: "We are proud to announce the launch of our biggest store in the east in Ranchi. The eastern region is an evolving market, and it is a significant achievement for us. This is our second exclusive store in Ranchi and it underlines the importance of this city for Van Heusen. We are confident this new store will leave an efficient retail footprint and set a landmark in the brand's expansion map"



The second exclusive store activation shows the importance of the eastern region in the brand's distribution strategy. The brand spread across

102 cities with 242 exclusive stores has been on an aggressive expansion spree in the eastern market and aims to increase its presence by opening more stores in the current financial year.

Store Address:

Shivom Fashions
5, Main road
Beside PradhanTower
Kadru more
Ranchi – 834001

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 partywear and this is what sets Van Heusen apart as the premium lifestyle brand.