

Van Heusen unveils its exclusive store in Kukatapally, Hyderabad

22 August 2013

Hyderabad: Van Heusen, India's no.1 premium lifestyle brand today opened its exclusive store in Kukatapally, Hyderabad making the brand accessible to its discerning consumers of the city.

The brand is looking to cater to the young and urbane Kukatapally populace with an entire range of clothing from Van Heusen including, VDOT, Van Heusen Sport and Van Heusen Woman. The new Kukatapally store has something for every occasion, giving one an abundance of options spanning from formal & casual wear to the most preferred club wear that will help make a stellar fashion statement. Spaciously spread over 2000 Sq.ft in the most premium location in the town, the store also houses the latest collection from Van Heusen making it the trend destination for Hyderabad customers.

On the occasion of the new store launch **Mr. Vinay Bhopatkar, Brand Head, Van Heusen** said *"We are happy to launch our exclusive store in Kukatapally. The location being one of the biggest shopping destinations in Hyderabad our focus is to provide the most fashionable Van Heusen merchandise to the IT and college crowd in the area. It has been our endeavour to enhance customer experience at our stores with the superior merchandise, service and the overall international shopping ambience that Van Heusen has to offer. Focus in this part of the country and Kukatapally will play a key role in the brand's journey."*

The store 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 the consumers. The brand has been on an expansion spree and aims to increase its presence by opening more stores in the region.

Store Address:

VAN HEUSEN STORE
MIG 213, 1&2 P KPHB COLONY
KUKATPALLY
HYDERABAD
ANDHRA PRADESH - 500072

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 entire spectrum of occasions like casuals, ceremonial and party wear and this is what sets Van Heusen apart as the premium lifestyle brand.