

Van Heusen unveils its first exclusive store in Surat

26 August 2013

~ Extending its presence in the city with its first flagship store ~



Surat: Van Heusen, India's no.1 premium lifestyle brand today opened its first exclusive store at VR, Surat, making the brand accessible to its discerning consumers of the city.

The brand is looking to cater to the casual wear category in a young and vibrant Surat. The new store hosts the entire clothing range from Van Heusen including, VDOT and Van Heusen Sport. Spaciously spread over 1,620 sqft in the most premium and biggest mall in the town, the store also houses the latest collection from Van Heusen making it the trend destination for Surat customers.

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

On the occasion of the new store launch Mr. VinayBhopatkar, Brand Head, Van Heusen said: "We are happy to launch our first exclusive store in Surat. It has been our endeavour to enhance customer experience at our stores with superior merchandise, service and the overall international shopping ambience that Van Heusen has to offer. We have found the right partner in VR mall which is the most premium mall in the city to showcase our brand. Focus in this part of the country and Surat 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
F29 Virtuous mall
Surat Dumas rd,
Magadalla
Surat
Gujarat 395007
Tel: 02616795304

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.