

## Van Heusen unveils its first exclusive womens's wear store in Jaipur

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*~ An ultimate shopping destination for women ~*



**Jaipur:** Van Heusen, India's No.1 premium lifestyle brand launched its first exclusive women's wear store at World Trade Park, Jaipur making the brand a shopping destination to all the women in Jaipur. Spread across 892sq.ft the store will offer its patrons an enticing shopping experience. The store houses the entire Van Heusen women's wear range and also the latest Autumn Winter'13 offering will be available making it the trend destination for Jaipur customers.

With a strategic brand extension plan, Van Heusen looks forward to grow its women's wear market. The launch of its first exclusive women's wear store adds a modern touch to the existing traditional shopping experience with the opening of the pink city store.

On the occasion of the new store launch Mr. Vinay Bhopatkar, Brand Head, Van Heusen said *"We are happy to launch our 1st exclusive women's wear store in the city. We would like to dedicate this store to the treasure trove of shoppers of the pink city. Van Heusen Woman is hopeful of a fantastic reception with this latest venture. We will continue to excite our target audience with innovative and inspiring offering."*



The latest addition shows the importance of the Northern region in the brand's distribution strategy, the region which has traditionally been the biggest contributor for Van Heusen. The brand's main focus in opening this exclusive store is to build on the growing women wear's category which undoubtedly comprises a large part of the consumer market.

### **Store Address:**

Van Heusen,  
Shop no 12b &13, lower ground floor,  
JLN marg Malvia nagar,  
World Trade park,  
Jaipur-302017

### **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.