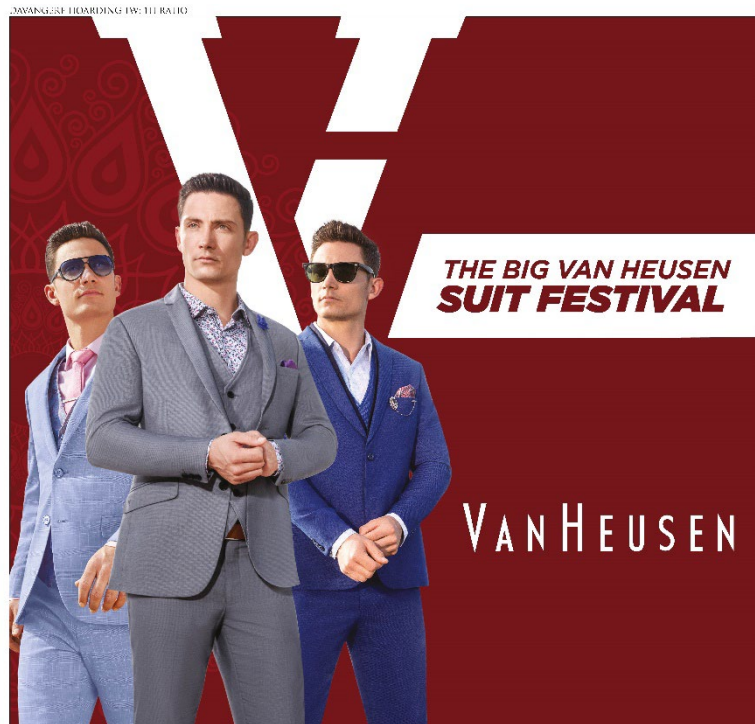


Own this festive season with The Big Van Heusen Suit Festival

~ Launches All-in-one Suit collection~

~ The brand has also launched a new campaign to promote its latest offering ~



22nd November 2021, Mumbai: : Van Heusen, India's leading power dressing brand from Aditya Birla Fashion and Retail Ltd (ABFRL), launches the third edition of it's the Big Van Heusen Suit Festival ushering the wedding season. The Big Van Heusen Suit Festival presents superior and definitive collection of trendy suits bringing finesse to the modern, while rejuvenating the traditional.

Suits can never go wrong when it comes to choosing the best style quotient for weddings, business occasions, club or even leisure wear. But finding the right suit for right occasion isn't as easy as it sounds. That's exactly where the human expertise and automated precision of Van Heusen comes together in creating finest of ensembles to suit your class. The exclusive anthology from Van Heusen makes it a one stop destination for shopping the best of styles, impeccably classy designs and the most superior quality suits.

Van Heusen reiterates its dominance as "Suits and Blazers specialist" covering all lifestyle occasions offering a line of Slim, Ceremony, Party, Leisure, Travel, Business and Heritage luxury suits for autumn winter with the third edition of 'The Big Van Heusen Suit Festival'. **Van Heusen brings an All-in-one suit as the highlight of this edition.** This 4-piece suit comes with a reversible waistcoat and 2 pair of trousers making it a perfect choice for ceremonial as well as formal occasions. Another highlight of this year's The Big Van Heusen Suit Festival would be the reversible bundies which are highly versatile as well.



Through its large offering of Suits & Blazers, through The Big Van Heusen Suit Festival, the brand will pioneer in suits shopping for wedding & ceremonial occasions this wedding season.

Abhay Bahuguna, COO, Van Heusen said, "We are excited to introduce our unique 'All-in-one Suit' collection at The Big Van Heusen Suit Festival. The brand stands for style, creativity, innovation and perfection. While the joy of wearing a great suit is unmatched, selecting one is no lesser a joy at the Suit Fest. Today's generation is all about breaking rules and we are happy to offer our new age customers with elegant ceremonial suits with minimal embellishments keeping it classy for weddings and special occasions."

Customer can avail exciting offers including additional shopping of Rs. 4,000 on bill value of Rs. 20,999 among others such as free alterations, travel bag etc.

The Big Van Heusen Suit Festival has been live from 25th October until 30th November across Van Heusen stores Pan India and www.vanheusenindia.com

Find a suit specialist, who will assist you in picking up the perfect suit.

The campaign is live on brand's social media pages, print media, OOH, Inshorts.

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in United States of America, the brand entered India in 1990. Over a period of its 25 years of history in India, Van Heusen has emerged as a fashion authority for the ever-evolving Indian consumer and has established itself as the one stop destination for the latest trends. Today, Van Heusen is not only the most preferred work wear brand, but also effortlessly straddles across the entire spectrum of occasions like casuals, ceremonial and party wear.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March, 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.



The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

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