

Van Heusen launches first ever 'The Winter Edit' campaign to unveil trendy Winter collection

Mumbai, December 29, 2020: Van Heusen, India's leading power dressing brand from Aditya Birla Fashion and Retail Ltd, has launched an exclusive campaign for their Winter Collection 2020. 'The Winter Edit' campaign showcases the brand's right blend of fashion and comfort in their latest winter wear collection. The campaign depicts various moods of winter through different looks and seamlessly amalgamates colour play, style and fashion in the collection. With this, Van Heusen calls out to own this winter in style with its latest collection of the season. The latest collection features a stylish range of sweaters, jackets, sweatshirts, and cardigans, which are available at nearest Van Heusen stores across the country. The collection is also available across e-commerce platforms.

Van Heusen has curated the collection for every winter mood of young modern Indian audiences, who are inclined towards fashion that comes with functionality and comfort. Signifying their belief of extending trendiest yet most functional looks of the season, the brand has brought a wide range of bold, stylish, comfortable, and playful winter wear to its customers.

Van Heusen has released the campaign on YouTube, which will be further amplified on other digital platforms including Facebook, Instagram, Inshorts and in store.

Commenting on the launch, Saikat Mitra, Creative Director, Van Heusen said, "Van Heusen is a brand providing sharp, trendy global fashion for our consumers. We have championed the coming-together of aesthetics and innovation in all our products. This winter, we have put together bold colours, new-age fabrics blending with superior comfort and style to create 'The Winter Edit' – a collection of sharp jackets, vibrant sweaters, and sweatshirts to keep you warm. The campaign highlights the bold confidence and the active lifestyle of the Van Heusen consumer."

YouTube link : <https://youtu.be/4xitzWwzVRO>

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 ABFRL:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), 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 3,031 stores across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India.

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 also 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**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

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