

## Van Heusen Innerwear & Athleisure expands its footprint in South, Launches Women's Exclusive Intimates store in Jayanagar, Bangalore



**Bangalore 24<sup>th</sup> March 2023:** Van Heusen Innerwear from Aditya Birla Fashion and Retail Ltd., has opened its flagship women's exclusive intimates store in Jayanagar, Bangalore. The store was inaugurated by celebrity stylist Esha Amin and celebrity Zumba instructor Sucheta Pal. The store showcases Van Heusen's extensive collection of Lingerie, Active, Athleisure and Lounge wear, making it a one-stop destination for women's day-to-day needs.

The 1,500 sq ft. store in Jayanagar promises a shopping extravaganza with innovative and stylish products starting from INR 269. Van Heusen Innerwear is dedicated to providing premium products at affordable prices. The brand aims to deliver unmatched comfort and performance to modern consumers through fashion and innovation.

**Puneet Kumar Malik, CEO, Innerwear and Athleisure, Aditya Birla Fashion and Retail Ltd. said,** *"Van Heusen Innerwear aims to build stronger connections with women consumers by expanding its market presence. Our flagship intimates store aims at providing a premium shopping experience to contemporary women with innovative solutions catering to their ever-evolving lifestyle."*

Ms. Sucheta Pal's lively and joyful Zumba session kicked off the store launch, creating a pleasant buzz. This was followed by an styling session led by Ms. Esha Amin, who gave recommendations on selecting the appropriate innerwear and active wear for every occasion. She emphasized on the importance of creating simple and elegant ensembles with the Van Heusen Athleisure range.

Van Heusen Innerwear's comprehensive collection mixes stylish aesthetics with cutting-edge product features for best-in-class comfort and fit. By remaining committed to its consumer-centric concept, the brand delivers numerous innovations for women. Each collection has been created to provide distinct choices to the various consumer segments. Some of the key products are:



*Celebrity Zumba Instructor, Sucheta Pal*



*Stylist, Eesha Amin*

**16 Hours of Comfort bra range**, which assures no-slip straps, underwires that don't dig into the skin, and Breathable cups

**Invisilite Panties** offer no visible panty lines under any outfit while being exceptionally soft, light and quick to dry, making them ideal for travel

**Multiway Strapless Bra** that can be worn in ten different ways, making it a perfect option for combining with multiple outfits

**Cotton Minimiser Bra**, which is unique in that it helps to reduce bust projection by 1.5 inches

The Proactive Women's range of Active T-shirts and Sports Bras have Antibacterial and Moisture Wicking properties that keep the wearer feeling fresh for longer

**Van Heusen Innerwear** offers an extensive range of Innerwear, Active, Athleisure & Loungewear, available across a network of 160+ exclusive stores, 31000+ Multi Brand Outlets and major Large Format Retail chains.

Van Heusen Innerwear's women's collections can be explored at the dedicated website (<https://www.vanheusenintimates.com/>). Men's and women's portfolios can be shopped online at (<https://vanheusenindia.abfrl.in/shop/men-innerwear?source=menu&page=1>) and Van Heusen mobile App.

**Store Address:** Van Heusen Intimates, 9th Main Road, 3rd Block, Opp Fastrack Showroom, Jayanagar, Bangalore



### **About Van Heusen**

Van Heusen Innerwear and Athleisure is one of the most innovative and fashion forward brands, redefining consumer expectations from the categories that it operates in. Innerwear from Van Heusen is supported by research backed innovations to deliver utmost comfort, ultimate fit and enhanced functionality while upholding the Van Heusen's fashion quotient. It's athleisure, active and lounge ranges are versatile combination of comfort, style and functional features that cater to the ever-changing lifestyle demands of today's consumers. The brand is also in limelight for receiving IFA's Images most admired fashion brand of the year 2021 for innerwear category, repeating the award it received in 2019 for the same category and Most admired fashion brand of the year of Indian Origin - Mens Innerwear for 2022 at India Fashion Forum.

### **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), 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 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 point of sales in department stores across India (as on 31st March 2022).

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

ABFRL's international Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands and has long-term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle** and **Reebok**.

**Van Heusen Innerwear, Athleisure and Active wear** is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva** and **Marigold Lane**. The Company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

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