

Van Heusen forays into the premium weddings space; Launches Van Heusen Weddings



Mumbai, 19th October 2023: Van Heusen, India's premium fashion powerhouse brand for men and women from Aditya Birla Fashion and Retail Limited, has launched its biggest media campaign to date for its recently introduced premium wedding collection, Van Heusen Weddings.

As a brand synonymous with workwear for young professionals, Van Heusen has broadened its product portfolio to cater to the ever-evolving lifestyle of the modern consumer. With the Van Heusen Weddings campaign, the brand marks its entry into the premium wedding suits and blazers space.

This collection embodies the highest degree of refinement and meticulous attention to detail, making it the ideal choice for discerning modern consumers who seek to leave an indelible mark on their special day.

Mr. Abhay Bahugune, COO, Van Heusen said, *"We are delighted to unveil our latest campaign, Van Heusen Weddings. At Van Heusen, we recognize that suits have transcended their traditional roles in corporate settings. This campaign signifies the launch of our premium ceremonial suits and blazers collection, tailored to the discerning consumer. The collection showcases unique colours, sophisticated embellishments, and premium fabrics, heralding a fresh interpretation of wedding attire."*

Van Heusen Weddings campaign's stays true to the brand's promise of "fashion meets innovation" and brings to life the sophistication of modern premium weddings with the signature action-packed style of storytelling, which is true to the brand. The collection will be available in over 400 retail stores spanning more than 170 towns. Additionally, this collection can also be found online in marketplaces like Flipkart, Amazon and Myntra, as well as on the brand's official website and app.



Ms. Mithila Saraf, CEO, Famous Innovations said, *“Van Heusen has always epitomized power and action, as symbolized by the Knight archetype. The brand had already carved a distinctive identity in workwear by embracing designs tailored for movement, flexibility and performance. In our effort to make an impact in the premium wedding attire segment, we sought to align the brand’s identity with a category that traditionally stands in stark contrast. Our solution lies in dynamically showcasing premium wedding wear, a departure from the conventional approach. Coupled with the distinctive Coffee Gold colour being introduced by the brand, this strategy ensures that Van Heusen distinguishes itself in the crowded wedding and special occasion market.”*

This Van Heusen “Weddings” Campaign will be reinforced by a comprehensive 360-degree multimedia promotion plan, guaranteeing its extensive reach across national media platforms, including television, digital channels, print publications, and outdoor advertising. Additionally, the campaign will be prominently featured during the highly coveted ICC World Cup on Disney Hotstar, further solidifying its national presence and impact.

Link of the campaign – <https://www.youtube.com/watch?v=Q11N6o3xuag>



About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the United States of America, the brand entered India in 1990. Over its 33 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 workwear brand but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial, party wear and activewear.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

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

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

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 & Marigold Lane. The company has strategic partnerships with Designers 'Shantnu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture TMRW. TMRW is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

For further information, please contact:

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