

Van Heusen Collaborates With Hungama's Heftyverse To Usher In A New Era Of Virtual Fashion Exploration and Digital Entertainment

~ As part of this association, Hungama's Heftyverse Avatar Customization takes centre stage, steering in a new era of virtual shopping experiences ~



National; February 26, 2024: Van Heusen, India's premium fashion powerhouse brand for men and women from Aditya Birla Fashion and Retail Limited, collaborates with Hungama's Heftyverse to redefine the online shopping experience by leveraging the power of the 3D world. This groundbreaking association will offer consumers a one-of-its-kind fusion of entertainment and fashion.

Van Heusen is collaborating with Heftyverse by offering users a chance to express themselves in global styles and a variety in virtual fashion. Recognizing the transformative potential of immersive shopping experiences, the brand has partnered with Heftyverse to integrate distinctive styles into the virtual environment. At the heart of Heftyverse's offerings is Avatar Customization, which allows users to personalize their avatars with outfits from the brand.

Moreover, this unique offering not only enhances the user's appeal on the virtual platform but also enables them to share their stylized looks on social media and effortlessly purchase the look in real life through the brand's e-commerce platform. This purposeful move aims to drive platform adoption, enhance user engagement, and encourage e-commerce transactions. Beyond showcasing styles and designs, this collaboration marks a significant milestone in Heftyverse's evolution, redefining virtual fashion and promising users an unparalleled online immersive and shopping experience.

Mr. Abhay Bahugune, COO, Van Heusen said, *"We are pleased to collaborate with Hungama's Heftyverse, a partnership that further strengthens our brand's commitment to innovation. With this initiative, we aim to elevate the intersection of fashion and digital*

entertainment, creating a synergy that resonates with the dynamic lifestyles of our discerning new-age consumers."

Expressing his excitement on the launch, **Neeraj Roy, Founder and MD, Hungama Digital Media** said, *"Teaming up with Aditya Birla Fashion and Retail Limited for this exciting initiative marks a significant milestone for Heftyverse and Hungama Digital Entertainment. This collaborative effort propels us into the immersive world of the Metaverse, where digital fashion and captivating experiences seamlessly merge. Our objective is to redefine the landscape of online shopping by offering users an electrifying fusion of entertainment and fashion within Heftyverse. This launch is a testament to our relentless drive to break barriers and nurture innovation, ensuring our users are always at the forefront of the dynamic digital space."*

Heftyverse is now available on browsers on laptops and mobile devices and is poised to revolutionize the online shopping landscape within the metaverse. Follow the link to know more- <https://world.heftyverse.xyz/login>

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 of 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 points of sales in department stores across India (as of 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 retailers.

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.

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