

Van Heusen Unveils Latest 'Born of Art' Campaign, Celebrating the Fusion of Fashion and Art



A Nationwide Rollout Leveraging TV, Digital, Outdoor & IPL to Engage Millions

Bengaluru, April 7, 2025: Van Heusen, India's leading fashion brand from Aditya Birla Fashion and Retail Limited (ABFRL), takes a bold leap into artistic expression with its latest campaign, Born of Art, launched at Tata IPL 2025. The campaign marks a transformative moment for the brand, seamlessly blending high fashion with fine art to redefine sophistication, creativity, and modern ambition.

Set against the breath-taking backdrop of Italy's rich artistic heritage, 'Born of Art' unfolds like a cinematic masterpiece. The campaign film opens with a truck navigating through Italy's historic streets, drawing the attention of intrigued onlookers. As the truck comes to a halt, a grand reveal unfolds—a massive painting is unveiled, and in a mesmerizing moment, models adorned in Van Heusen's latest collection step out of the artwork, embodying the essence of being literally 'born of art.' This striking visual metaphor captures Van Heusen's evolution— where fashion comes alive with creativity, self-expression, and artistry.

Speaking on the launch, **Aditya Menon, Assistant Vice President of Marketing, Van Heusen**, said, *"Van Heusen has always been a symbol of ambition and power, but with Born of Art, we wanted to explore a new dimension—one where sophistication meets self-expression. Fashion is more than just what you wear; it is a reflection of one's identity, creativity, and culture. This campaign redefines our brand's ethos, making the brand more refined while staying rooted in modernity and artistry."*

Adding to this, **Mithila Saraf, Chief Operating Officer at Famous Innovations**, said, *"At Famous Innovations, we believe that creativity is the most powerful force in branding. Born of Art reflects Van Heusen's evolving ethos in culture, and artistic depth. By integrating fine art with high fashion, we crafted a narrative that speaks to the modern individual—one who values both ambition and aesthetic expression"*, shared.

The campaign is being amplified across multiple touchpoints, including television, digital, outdoor, and exclusive on-ground activations, ensuring widespread engagement. As Tata IPL 2025 captivates



millions across the nation, 'Born of Art' positions Van Heusen at the intersection of culture, creativity, and contemporary style, setting a new benchmark for fashion narratives in India.

Link to the campaign - <https://youtu.be/RCsz8E-IFos>

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. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as of March 31, 2024), 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 2024).

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, while **Style Up** is an emerging value retail format.

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, Simon Carter and Galeries Lafayette**.

The Company's foray into the 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**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

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.

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