

Van Heusen Innerwear and Athleisure is one of the most innovative and fashion forward brands launched in the year 2016, aiming to redefine the category codes in mid premium segment. The brand is built on the pillars of innovation, performance, sophistication, and fashion. They offer a wide range of styles across innerwear, athleisure, activewear and loungewear catering to ever evolving lifestyle of new age consumers. The brand is available across a network of 150+ exclusive stores along with an expansive footprint across 34,000+ multi brand outlets and major large-format retail chains. Van Heusen Innerwear was also recognized as “Best Men’s Innerwear Brand” for the year 2023 by Myntra.