

Van Heusen's iconic Elvis Presley capsule reinvents eveningwear



Music meets fashion in a bold collection that channels Elvis Presley's timeless charisma and Van Heusen's evolving design journey

National, September 25, 2025: Van Heusen, from Aditya Birla Lifestyle Brands Limited, unveils its latest eveningwear collection, a striking homage to Elvis Presley, the original style icon who redefined what it meant to command attention. Inspired by the King's magnetic presence and undeniable style, the collection interprets his flair and sophistication through a modern lens, offering a new rhythm in menswear. Building on its "Born of Art" narrative that drew on Renaissance and Cubist influences, the brand now turns to music as its next artform of inspiration. In Elvis, Van Heusen finds not just an artist but a cultural phenomenon who transformed fashion as profoundly as he transformed music.

Commenting on the launch, **Abhay Bahugune, Chief Operating Officer, Van Heusen**, said, "Elvis was more than a musician; he was a force of cultural change. His fearless style, his unapologetic confidence, and his ability to inspire generations are qualities we wanted to bring into this collection. It reflects the same spirit of reinvention that defines Van Heusen today. This collection is just the start - we're excited to continue pushing the boundaries of style and self-expression, with many more new exciting collections to come."

Adding a designer's perspective, **Gaurav Raheja, Creative Director, Van Heusen**, shared, "Elvis' style carried a theatricality and boldness that went beyond clothes. For this collection, we wanted to capture that spirit and reimagine it through contemporary cuts, textures and details. The idea was not to replicate his wardrobe, but to translate his larger-than-life energy into pieces that today's man can wear with confidence and individuality."

The collection brings together Van Heusen's design precision with the spirited style of Elvis. Signature pieces include the trophy blazer with metallic shank buttons, a light-toned printed jacket with subtle back detailing, and sharply tailored staples crafted for standout evening occasions. Every look balances glamour with compelling style, brought to life in refined fabrics and sharp cuts that echo Van Heusen's modern elegance.

The Van Heusen x Elvis Presley inspired collection is more than fashion; it is a celebration of charisma, rhythm and style. Just as Elvis revolutionised music and culture with his electrifying presence, this collection is designed for men who want to own every room they walk into. It is eveningwear that doesn't just dress you, it sets the tone - bold, unapologetic and unforgettable, much like the King himself.

The collection is now available at Van Heusen stores across India and online at www.vanheusenindia.abfcl.in.



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 35 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 recently launched Transitwear.

About Aditya Birla Lifestyle Brands Limited:

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of March 31, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,253 exclusive brand outlets, presence across 38,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim



brands, while Reebok—transitioned under the Company’s management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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