

Van Heusen Innerwear Redefines the Wardrobe at its Flagship Store in Jayanagar, Bengaluru

A thoughtfully enhanced retail destination showcasing exquisitely crafted lingerie, innerwear, and loungewear for men and women



Bengaluru, March 06, 2026: Van Heusen Innerwear from the house of Aditya Birla Lifestyle Brands Ltd. has announced the expansion of its flagship store in Jayanagar. The store now brings its complete range of high-performance innerwear for men and women under one roof.

The refreshed Jayanagar store is envisioned as a destination for today's urban consumer. It showcases an elevated mix of innerwear, loungewear and athleisure that blends innovation with refined fits and everyday functionality. With engineered silhouettes and supportive essentials for women, alongside versatile, performance-led styles for men, the offering is designed to complement fast-paced lifestyles – from work to workout and beyond.

Spanning 1,500 sq. ft., the flagship store features a streamlined layout with distinct zones for men and women. The men's assortment is tailored for a hybrid routine, combining ease of wear with performance-focused construction.

Speaking on the occasion, **Preeti Gupta, Chief Business Officer, Van Heusen Innerwear** said, *"Bengaluru represents a progressive and style-aware consumer base that values both innovation and comfort. With our expanded Jayanagar store, we are deepening our engagement with the city and offering a more comprehensive retail experience. Innerwear today has evolved from a basic essential to a category driven by technology, fit, comfort and design. By bringing our men's and women's collections together in one destination, we aim to serve the modern consumer's complete lifestyle needs."*

The enhanced retail space spotlights the brand's hero collections that balance thoughtful design with daily wearability. For women, the Cotton Minimizer is crafted especially for fuller figures, delivering dependable

support with a flattering fit that lasts through the day. The Seamless Bra offers a smooth, invisible finish under any outfit, creating a clean silhouette while remaining soft against the skin. For men, the Bonded Innerwear range is engineered for a sleek, second skin feel that stays in place from morning to night.

In addition, the brand presents a versatile selection of loungewear and sleepwear designed to transition seamlessly from relaxation to routine.

To celebrate the launch, customers can avail a special inaugural offer of Rs 500 off on a minimum purchase of Rs 1,499 for a limited period.

With this unified retail format in Jayanagar, Van Heusen Innerwear continues to redefine the category through smart design, precise fits and effortless style – empowering consumers to feel confident every day.

About Van Heusen Innerwear

Van Heusen Innerwear 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 also in limelight for winning the IFA's Images Most Admired Fashion Brand for the year 2022 for the third time, after achieving the same feat in 2019 and 2021.

About Aditya Birla Lifestyle Brands Limited:

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.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited (ABFRL) | janet.arole@abfrl.adityabirla.com

VAN HEUSEN
— INNERWEAR —

