

Van Heusen redefines future of retailing – brings immersive technologies to transform shopping experience for consumers

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Bangalore: Van Heusen, the power brand from the Madura Fashion & Lifestyle portfolio, has been redefining the Indian fashion landscape ever since it entered the country in 1990. Today, the brand did that once again by unveiling its first flagship experience store called Van Heusen Style Studio, which redefines the rules of apparel retailing in the country. The ultra-modern store, located in the heart of Bangalore in Indiranagar, offers an immersive shopping experience enabled by cutting-edge technology, for its discerning consumers.

“By bringing in cutting-edge technologies combined with personalised interactions in this store, we have transformed apparel shopping in a brick and mortar store into a whole new personalised shopping experience,” said Vinay Bhopatkar, COO, Van Heusen and People. “The store focuses on elevating the shopping experiences for our consumers and at the same time simplifies the shopping process through the use of various digital experiences.”

He continues: “If one looks at apparel shopping, be it offline or online, consumers go through a lot of inconvenience in terms of finding appropriate fit, size or even appropriate style best suited to his/her personality. As the leader in the category, it’s our responsibility to take the lead and address these issues. So we have a Fit Suite that recommends appropriate fits and size depending on someone’s body type. We have enabled virtual trials whereby consumers can check unlimited ensembles that would look good on them without even getting into the trial room. We also have trained consultants and style recommendation apps to help provide personalised style recommendation to our consumers.”

To develop this store, the brand has worked with partners like FITCH – Singapore and Experiential Design Lab – Delhi.

Commenting about the opening of the store, Darren Watson, executive creative director, FITCH Singapore, said: “We have aimed to create an aspirational new way to shop for apparel which provides inspiration and empowers consumers with style and knowledge. The experience is backed with a new fit system which makes it easy for consumers to personalise their style, fit and shop seamlessly across all touch points. Working with the Van Heusen team to create this new Van Heusen Style Studio experience was a great collaboration and we hope their consumers enjoy creating their styles in-store.”

Anurag Sehgal, managing director and principal interaction designer, Experiential Design Lab Pvt. Ltd, said: “Our effort for Van Heusen includes bridging the online and offline retail paradigms in the fashion segment. Creating a seamless omni-channel retail solution gets the best of both the universes – convenience and variety of virtual and online retail with the touch & feel; try and decide experience of physical and offline retail.”

Over the past 25 years, Van Heusen, the brand that pioneered Power Dressing in India, has not only come to be known for its fashionable collections, such as X-Lifestyle, World wear, among others, it has also established itself as the most innovative brand in the category with concepts like Best White, Travelog etc. The brand recently reinvented its business model to launch MYFIT, an innovative solution for customer compromises around fit, size and style – a first-of-its-kind offline-online

integrated solution. This ultramodern-futuristic store is definitely going to be another milestone in the brand's long innovation history.

About Van Heusen

Van Heusen is India's No. 1 premium lifestyle brand for professionals. With a rich heritage of 128 years in the US, the brand entered India in 1990. Over a period of its 25 years of history in India, Van Heusen has emerged as a fashion authority for the ever-evolving Indian professionals, becoming the go-to source for the latest in fashion trends as well as for expert advice on what to wear, when to wear it, and how to wear it. Today, Van Heusen is not only the most preferred workwear brand, but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial, and party wear.

The brand embodies the positioning, 'POWER DRESSING'. Van Heusen customers are the corporate leaders for whom elegance and style are not just fads, but a philosophy. Thus, the Van Heusen range is modern, minimalistic, and timeless in design and is distinguished by high quality. Van Heusen, with its distinctive and fashionable range of products, helps corporate leaders create their best impact, as much for his style as for his substance.