

Van Heusen partners with FDCI for India's first Men's Fashion Week

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Creating a milestone in the world of men's fashion, Van Heusen, the country's leading lifestyle brand announced a tie up with FDCI, India's national body promoting Fashion and Design to create the Van Heusen India Men's Week, the annual conclave for men's fashion in India.

The Van Heusen India Men's Week will see the first world class event showcasing the best of the best designers from across the country. To be held in Delhi from 11 to 13 September 2009, this fashion extravaganza will be a three-day long event with 15 shows in all to showcase everything that's got to do with men and fashion – apparel, accessories etc.

This unique culmination of fashion and lifestyle will see the participation of the cream of the Indian Fashion fraternity like Ashish Soni, Raghavendra Rathore, Rajesh Pratap Singh, Manoviraj Khosla, Rohit Bal, Rahul Khanna and Rohit Gandhi, among other leading designers.

Commenting on this unique tie-up, Mr. Shital Mehta, COO, Van Heusen said “Men's fashion in India for long has been on the back burner. With the Van Heusen India Men's Week, the brand aims to explore and highlight the importance of men's fashion in India with the support of FDCI a renowned body creating landmark events in the field of fashion.”

Sunil Sethi, President, FDCI, was delighted to have Van Heusen on board as the principal partner to such a unique event and said, “The positivity that we saw at Van Heusen made FDCI feel most comfortable with this partnership. This has been a “dream project” for me at FDCI for a while, and we believe it would be a win-win for all. The Van Heusen India Men's Week will also provide a platform for young and upcoming designers.”

Van Heusen, the 128 year old international brand, was launched nearly 20 years ago in India. It has been the most successful lifestyle brand growing each year with the largest retail footprint in the country. It has over 65 exclusive stores and there are 25 more planned to be opened across the country in the next 12 months.