

Van Heusen goes green with ECO range collection

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Bangalore: Going green is by no means an ad campaign. It's not a novel way to launch a shirt. It's not because it's the done thing. It's about initiating a change and making every effort to sustain it.

Van Heusen announces the launch of ECO line shirts, their new collection to celebrate the glory of the season. Wear 100 per cent organic substances with comfort, style and elegance in VH stunning styles from the different ranges for men and women. This nature-friendly product has formal, semi-formal and casual shirts collection for men as well as women in terms of variety in colours and price range. A complete shirt range made from 100 per cent natural raw material, organic cotton, made from untreated cotton seeds and natural dyes.



Limited resources and increasing productivity has put the natural environment around us under tremendous pressure. Mother Nature is straining to stay alive. Reason enough for Van Heusen to get serious about starting down the eco-friendly path.

About ECO line - Enter eco line of shirts that is not just environmentally-friendly, but marks the turning point for Van Heusen. The shirt itself is made from 100 per cent organic cotton, which is grown in the most natural conditions. Every care has been taken to ensure that no artificial or chemical substances are used. This ensures that soil cycles are protected, not just helping ecologically but also helping humanity at large. Change is never about grandiose ideas but in all the small actions people take. So even something as small as weed removal has been done physically without reliance on chemical weed killers. Balancing the population of insects by using trap crops to lure pests away is just another example of how committed Van Heusen is to its eco line of shirts. And what better way to reap the benefits of these efforts than to follow natural cycles and harvest the cotton when it's fully ready.

The end result is a cleaner, greener process to make the eco-friendly shirts. And that's just a start. On every shirt purchased, Van Heusen will give 1 per cent of the eco shirt sales to 'trees for free' – an organisation committed to increasing the green cover on this planet. The sole aim of their initiative is to plant and nurture trees in public spaces for the benefit of all. Till date, they have planted over 17,000 saplings in the city of Bangalore. In essence every eco shirt purchased means more trees planted. The next stage is to phase out the use of paper bags and ensure each store has reusable jute bags. So even if you aren't shopping with Van Heusen, you're still helping the environment.

So let's 'GO GREEN' and 'GET DRENCHED IN PURITY OF NATURE'.

Van Heusen ECO line starts from Rs 1,599/- and available at all stores across India

About Van Heusen

Van Heusen is a premium lifestyle brand for men and its core area of strength is its formal wear range. The brand embodies corporate fashion and reflects the current expression of elegance in today's context.

Van Heusen in the last fifteen years, since its launch in 1990, has consistently tracked and understood the clothing preferences of Indian men which have undergone many stages of evolution. At each turning point Van Heusen has stood witness to these changes – and has been ahead of the curve when it has come to forecasting emerging trends marrying classic images of Van Heusen models portraying timeless values like inner confidence with the latest in contemporary, yet timeless fashion.

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