

## Now the parties start from the VDOT store in Forum Mall

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*~ VDOT launches a new concept store ~*

**Bangalore:** The party scene will never be the same again. V DOT, the premium international club-wear brand from Van Heusen, with an eclectic collection that comprises an outstanding line of shirts, trousers, denims, knits and jackets combined with cutting-edge fashion sensibilities has launched a brand new store in Forum Mall Koramangla, complementing its inherent distinctive style and sophistication. This new VDOT store, is going to enthrall the clientele with



its inherited distinctive, bold and yet sophisticated style. This brand new retail identity takes inspiration from the Art Deco genre that combines traditional craft motifs with Machine Age imagery and materials. This style is often characterised by rich colours, bold geometric shapes and lavish ornamentation.

The store is spread out on a lavish 700 sq. ft area with experience zones painstakingly created to ensure absolute party mood and arrive at a wholesome view of the experience that had to be created.

VDOT inherits its sophistication from Van Heusen, the premium lifestyle brand with its core strength being its extensive formal wear range. The brand embodies corporate fashion and reflects the expression of elegance in today's context.



### **The store design**

The new VDOT store identity creates a surreal landscape of Art Deco Period inspired Luxury marrying boldness and simplicity. It has experience zones, which will make you feel like you are in a plush lounge at a club and the lighting brings in the euphoric level of revelry.

The reflective glasses, Goth inspired chandelier, plush carpet, spot lights highlight products in the store, which gives a consumer's buying process a very philosophical meaning. The customer not only has the opportunity to go on a shopping spree with our latest range but also is provided with a poignant and sensory experience of a chic clubwear boutique. The total shopping experience with the brand new VDOT store will end up being addictive to say the least.

**The event**

The launch event was engaging with DJs Rohit Barker and Ivan grooving the crowd to some peppy party numbers at the mall atrium. Gift vouchers and gift boxes were given out appreciating the client patronage. The live broadcast on radio added to the party mood.

**VDOT AW12 collection**

The Van Heusen AW12 VDOT collection takes inspiration from the work of the legendary 20th century artist extraordinaire Piet Mondrian who has influenced various creative minds. Reflecting this very influence, the AW12 VDOT collection is interpreted through a palette of rich, warm tones replete in wine, black, grey, ivory and a highlight of deep ochre.

The AW12 VDOT collection is visually very arresting. With elements such as bold checks, placements prints, pattern and tonal play and paneling, this collection is stylish, edgy and evocative.

The look is primarily evening characterised by a very modern, neoteric and sharp graphic quality. The collection beautifully accentuates the sharp silhouettes of the body, enhancing the graphic nature of the collection.

**About Van Huesen**

Van Heusen is the country's No. 1 premium lifestyle brand and the No.1 dress shirt brand in the world. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category in the country. The brand epitomises 'fashion for the corporate', and its design driver is the combination of fashion and elegance. Since its launch in 1990, Van Heusen has consistently tracked and understood the Indian male. In the last two decades the clothing preferences of Indian men 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 and making them accessible to the Indian consumer. For more details, visit [www.vanheusenindia.com](http://www.vanheusenindia.com)