

VDOT presents you a Chance to Party with John Abraham

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~VDOT Hotstepper 2.0 with John Abraham~

Bangalore: Yes! You heard us right. This summer just got hotter! VDOT, the premium club-wear brand from Van Heusen gives you an opportunity to let loose and party with Bollywood heart-throb John Abraham.

VDOT merchandise reflects the spirit of exploration and innovation and is for those who want to dress up to make a bold statement. Charming, charismatic and effortlessly cool, VDOT is an invitation to be the showstopper for the young stylish clubber. Make a unique style statement and be the cynosure of all eyes, effortlessly as captured by its tagline “TURN iT ON.”

You too can ‘TURN iT ON’ this summer and get an exclusive chance to party with John at one of the most happening night-clubs in Mumbai. How can you get John to be your wing-man? It’s very simple; buy, click and upload – buy any VDOT merchandise from the SS12 collection, click a photo of you sporting your best look in this ensemble; upload it on the VDOT FB page (www.facebook.com/VDOTbyVanHeusen) and get all your friends to like your picture.



Top 50 contestants with the most number of ‘like’s’ will be shortlisted and 10 people from amongst them will be handpicked by John himself to party with him. The contest is on for the next four weeks (till May 15), so hurry and head to the nearest store! Up your popularity quotient, start uploading your photos and make your way onto the leader-board.

About VDOT

This season VDOT has gone *Cinematic*; drawing inspiration from young Hollywood trendsetters and adding a dash of the TURN it ON DNA to it by way of eclectic prints and patterns. Designed for the new generation of go-getters, VDOT is the essential club-wear brand for the young and restless who wear their confidence on their sleeve. The Work smart, Party hard attitude is the mantra of VDOT.

Young Hollywood is ‘TURNING iT ON’. And with a little help from VDOT you can too!

About Van Heusen

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