

## Van Heusen unveils its first exclusive store in Gwalior

13 May 2013

~ Extending its presence in the north ~

Gwalior: Van Heusen, India's number one, premium lifestyle brand today opened its first exclusive store at Hotel Shelter compound, Gwalior, making the brand more accessible to the discerning consumers of the city.



Spread across 1,500 sq ft, the store will house the entire Van Heusen range with large and dedicated space for Van Heusen, VDOT, Van Heusen Woman and Van Heusen Sport. With such a wide range of options being available under a single roof, the new store will truly become the trend destination for the fashion conscious consumers of Gwalior.



Commenting on the occasion of the opening, Mr. Vinay Bhopatkar, Brand Head, Van Heusen said: "We are happy to launch our first flagship store in Gwalior. We would like to dedicate this store to the fashionable and sophisticated citizens of Gwalior. We will be offering the finest merchandise from all our segments to satiate the needs of the smart and stylish consumers of this great city."

The latest addition shows the importance of the northern region in brand's distribution strategy, a region which has traditionally been the biggest market for Van Heusen. The brand has also been on an aggressive expansion spree and aims to increase its presence by opening more stores, and with the focus shifting to non-metro markets. The story continues with the brand launching its latest flagship store in Gwalior which is definitely a milestone in the city's fashion culture.



### Store Address

Van Heusen,  
Site No 29/30,  
Hotel Shelter Compound,  
Gwalior.

**About Van Heusen**

Van Heusen is India's number one, premium lifestyle brand for men, women and the youth. 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 India. Over the last 22 years of existence in India, Van Heusen has been making the workplace more fashionable. Van Heusen has consistently been ahead of the curve in understanding the evolving fashion needs of Indian professionals and making it accessible to the Indian consumer.