

VAN HEUSEN

THE MARKET

America's number-one dress shirt brand, *Van Heusen*, has been associated with stylish, affordable, and high-quality dress shirts since the introduction of the patented *Van Heusen* "soft-folding" collar in 1921. This innovation only added to the fabled history of its manufacturer, Phillips-Jones Company Inc., a shirt company with a history that dated back to 1881. The *Van Heusen* brand has had remarkable success throughout the world and, particularly, in the United States, where it has been the best-selling dress shirt brand in department and chain stores since 1991. Also a leading national brand in the sportswear market, *Van Heusen* has consistently ranked as the best-selling woven sport shirt brand in U.S. department and chain stores.

The *Van Heusen* brand has proven strong enough to expand its reach beyond its dress-shirt heritage into successful product lines in men's and women's dress, sportswear, and accessories. Today, *Van Heusen* products are sold in major department and chain stores and *Van Heusen* company-operated stores in the United States, as well as licensee-operated stores outside of the United States. The brand also has international appeal, with 27 licensees covering 75 territories worldwide in product categories including men's, women's, and children's dresswear, sportswear, and accessories.

ACHIEVEMENTS

As the number-one dress shirt brand in America,¹ *Van Heusen* has come to be synonymous with men's style.

In 2001 PVH acquired the worldwide rights to the *Van Heusen* trademark, bringing all rights to the brand in-house and allowing PVH to further develop the brand's global reach.

HISTORY

The *Van Heusen* story dates back to 1881 in Pottsville, Pennsylvania, when Moses Phillips,



along with his wife, Endel, first began mending and then selling shirts for local coal miners. After achieving success in this limited market, the business moved beyond mending, and at the suggestion of his son Isaac, Moses Phillips moved the operations to New York City. The move signified a transition of the business from small town to the national stage.

In New York, looking for a partner to exploit his patented soft-folding collar process, John M. van Heusen met with Isaac Phillips, who bought the patent, and the Phillips-Van Heusen, or PVH, alliance was born. Due largely to the success of the *Van Heusen* "World's Smartest Collar," the family business continued to develop and expand to what it is today.

The ongoing success of the *Van Heusen* brand can be attributed to a commitment to provide customers with quality products and innovative marketing.

THE PRODUCT

PVH continues to invest in *Van Heusen*'s core dress and sport shirt products, while expanding into a more comprehensive offering of apparel and accessories for men, women, and children, both through its own retail stores and through licensing the brand around the world.

The men's lines are available in department stores in and outside of the United States, including Canada, India, Australia, Peru, and Chile, as well as in over 400 *Van Heusen* retail stores around the world. Licensed *Van Heusen* products include dress shirts (outside the U.S. only); sportswear (outside the U.S. only); suits, ties, trousers, and underwear (outside the U.S. only); socks, boys' clothing, jewelry, eyewear, headwear,

footwear, and scarves (outside the U.S. only); and gloves, outerwear, loungewear (outside the U.S. only), bags, and small leather goods. The women's apparel lines in the United States are exclusive to PVH's own *Van Heusen* retail stores.

RECENT DEVELOPMENTS

The *Van Heusen* brand continues to engage loyal consumers and grow its audience by promoting the brand in ways that resonate with its consumer base. The "*Van Heusen* Institute of Style" campaign, launched in 2011, features NFL Hall of Famers Steve Young and Jerry Rice as "Professors of Style." The success of this multimedia campaign continues to bring football heroes into people's living rooms to provide tips on fashion. The "*Van Heusen* Institute of Style" campaign has expanded to include television, print, digital, and social media. Most recently, the brand collaborated with the Funny or Die website for a special "Institute of Style" video.

PROMOTION

Not content to lead the market with product alone, *Van Heusen* has long been an innovator in apparel marketing and promotion.

In the 1950s *Van Heusen* became one of the first companies in the world to use celebrities to endorse its brand. Mickey Rooney, Anthony Quinn, Tony Curtis, Bob Hope, Jerry Lewis, Burt Lancaster, Jimmy Stewart, and future president Ronald Reagan all served as spokesmen for *Van Heusen* dress shirts.

Van Heusen was also one of the first apparel brands with advertising at sports stadiums, adorning outfield walls at both Ebbets Field and Yankee Stadium.

Today, with the "Institute of Style" campaign — in which Steve Young, Jerry Rice, and new "graduate" Matthew Stafford teach the modern American man how to improve his style and swagger — *Van Heusen* continues to make its mark in advertising.

BRAND VALUES

Van Heusen dress shirts stand out for their fit, fabric, finish, and innovative fashion — the very tenets of the brand's continued success, sold at a fraction of the cost of luxury-brand dress shirts. *Van Heusen* has grown into a lifestyle brand known not only for dress shirts but also for both men's and women's dresswear, sportswear, and accessories. *Van Heusen* has emerged as a fashion authority as well: men now look to the brand for expert advice on what to wear, when to wear it, and how to wear it.

¹ In U.S. department and chain stores in 2012.



THINGS YOU DIDN'T KNOW ABOUT PVH

- Andy Warhol created a screen print in 1985 based on Ronald Reagan's *Van Heusen* Century Shirt ad from 1953.
- The Phillips-Jones Co., now PVH Corp., owner of the *Van Heusen* trademark, produced the first men's sport shirt in 1912.
- During World War II, the U.S. military engaged the Phillips-Jones Co. to produce shirts for U.S. troops.