

A Study of International Strategies Adopted by Van Heusen

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Abstract: *This research is about Van Heusen, a global apparel brand, has adopted various international strategies to expand its market presence and compete in the highly competitive fashion industry. Its strategies include market adaptation, where the brand tailors its product lines and marketing approaches to cater to the cultural preferences and fashion trends of different regions. The company also employs strategic partnerships and collaborations with local retailers and distributors to enhance market penetration. In terms of market entry, Van Heusen uses a mix of franchising, licensing, and wholly owned subsidiaries, depending on the regulatory and economic environment of the target country. Additionally, it focuses on supply chain optimization and efficient logistics to ensure product availability across international markets. Van Heusen's global strategy is further strengthened by leveraging digital platforms and e-commerce to tap into emerging markets and reach a broader customer base. These strategies have enabled the brand to maintain a strong presence in diverse international markets while adapting to changing global consumer behaviors.*

Keywords: International strategies, global expansion ,competitive strategies, mergers and acquisitions

I. INTRODUCTION

The world is becoming a global economy, and companies that sell products and services in different countries often face many challenges while dealing with people from different cultures ,laws, and customs. As we understand from the definitions that Marketing is nothing but informing , persuading , reminding and conducting transactions with customers ,organizations for achieving set targets and goals of the business.

This study focuses on issues that may arise globally. It examines how companies like **van Heusen** can market their products effectively by paying attention to cultural differences, avoiding misinformation, and complying with international law. By reviewing examples and existing studies, this study will provide an understanding of how companies like **van Heusen** market their products internationally. . This research will help companies operating in diverse and interconnected global markets make responsible decisions.

The study is using company as a example to In markets with high growth potential, the brand focused on direct investments to establish flagship stores and a robust retail presence, ensuring brand visibility and customer trust. Van Heusen's product strategy is highly adaptive, with collections often tailored to meet regional tastes and preferences, all while retaining the brand's signature style and elegance. The company also places a strong emphasis on retailing, seamlessly integrating its physical stores with digital platforms to provide a cohesive and engaging shopping experience. This not only enhances customer accessibility but also strengthens brand loyalty across different markets. Additionally, Van Heusen invests in marketing strategies that are culturally relevant, using localized advertising and influencer partnerships to resonate with consumers on a personal level. Through these comprehensive and dynamic international strategies, Van Heusen has successfully navigated the complexities of global markets, establishing itself as a preferred choice for discerning customers worldwide.

Hypothesis of the study

Hypothesis

Van Heusen's international expansion has been primarily driven by a combination of strategic alliances and acquisitions, contributing to its global market penetration.

Null Hypothesis (H₀): Strategic alliances and acquisitions have not significantly contributed to Van Heusen's international market penetration.

Null Hypothesis (H₀): Van Heusen's competitive pricing strategy has not played a significant role in its international market entry and sustainability.

II. METHODS AND SOURCE OF DATA COLLECTION

Sources of Data Collection in Marketing Research

a. Primary Data

Interviews and Focus Groups: Conduct interviews with management at Van Heusen, PVH Corporation, or retailers who distribute Van Heusen products in international markets. You can also engage with focus groups comprising Van Heusen customers in different regions to understand consumer behavior.

Surveys: Administer online or in-person surveys targeting customers, distributors, and marketing experts in international regions where Van Heusen operates. This can provide insight into brand perception and strategy effectiveness.

b. Secondary Data

Company Reports: Use annual reports, corporate filings, and investor presentations from PVH Corporation, Van Heusen's parent company, which provide information on global performance, strategic direction, and financial results.

Industry Reports: Access reports from industry research firms (e.g., Euromonitor, Statista, McKinsey, or IBISWorld) that cover the global apparel industry and provide insight into market trends, competitive landscape, and Van Heusen's position.

Market Research Databases: Data from market research databases like Nielsen, Kantar, or Mintel can offer insight into consumer behavior, brand loyalty, and market penetration in different regions. Trade Journals and Publications: Use fashion and retail industry trade journals such as Business of Fashion, Apparel Resources, or Retail Week for insights on Van Heusen's strategy.

Academic Journals and Papers: Review research articles related to international business strategies in apparel and fashion brands. Databases such as JSTOR, ProQuest, and Google Scholar will be useful.

OBJECTIVES OF THE STUDY

- To understand Van Heusen global marketing strategies from perspective.
- To identify challenges in van Heusen advertising in different countries.
- To examine van Heusen strategies in online marketing.
- To evaluate how international marketing affects van Heusen global reputation.

III. FINDINGS

Study of Van Heusen, a leading brand in apparel, has adopted various international strategies to successfully expand its presence across global markets. The brand's strategy focuses on several key areas such as market entry, product adaptation, brand positioning, and distribution. In terms of market entry, Van Heusen has employed a combination of joint ventures, strategic alliances, and franchising, enabling it to enter and establish a foothold in diverse markets while minimizing risks and leveraging local expertise. In countries like India, Van Heusen partnered with Madura Garments, benefiting from their deep knowledge of the local retail market. The brand's product adaptation strategy has also been crucial, as it tailors its offerings to meet local preferences and cultural sensibilities. For instance, in markets like India, it adjusted the size and fit of its clothing lines to match the body types and fashion preferences of consumers, while maintaining a consistent global brand image.

Brand positioning plays a central role in Van Heusen's global strategy. The company has maintained its premium yet accessible brand image by positioning itself as a provider of stylish and high-quality formalwear, appealing to professionals and fashion-conscious consumers alike. This positioning has been reinforced through targeted marketing campaigns that resonate with local audiences. Van Heusen has also expanded its product lines beyond formalwear,

adapting to market trends with a broader range of casual and athleisure wear, allowing it to capture a wider consumer base globally.

Van Heusen's success in international markets can be attributed to its ability to balance global standardization with local responsiveness. By strategically entering new markets, adapting its products to local needs, positioning itself as a premium yet accessible brand, and embracing an omnichannel distribution model, the brand has managed to build a strong global presence while maintaining its relevance across diverse regions.

IV. RESEARCH DISCUSSION

Van Heusen, a prominent brand under PVH Corp., has effectively adopted various international strategies to strengthen its presence in the global apparel market. One of its primary strategies is market entry through a combination of joint ventures and franchising, which allows the brand to leverage local knowledge and resources while minimizing risks associated with entering unfamiliar markets. For example, in regions like Asia, Van Heusen has formed partnerships with local retailers to enhance brand visibility and accessibility, adapting its product offerings to meet regional consumer preferences. Additionally, the brand focuses on maintaining a strong global supply chain that emphasizes efficiency and sustainability, allowing it to respond quickly to changing market demands and trends. Van Heusen also invests in digital transformation, utilizing e-commerce platforms to reach a wider audience and enhance customer engagement. This strategy not only caters to the growing online shopping trend but also provides valuable consumer insights that inform product development and marketing strategies. Overall, Van Heusen's international strategies demonstrate a balanced approach of local adaptation and global standardization, positioning the brand as a competitive player in the global fashion landscape while aligning with contemporary consumer values.

V. CONCLUSIONS

Van Heusen, a well-known apparel brand under the ownership of PVH Corp., has adopted a comprehensive and multifaceted international strategy that has allowed it to grow its global presence significantly. The brand's international expansion is rooted in a blend of localization and standardization, which enables it to cater to diverse consumer preferences while maintaining a consistent brand identity across different markets. One of the key strategies employed by Van Heusen is the establishment of a strong supply chain network that spans multiple countries, allowing the company to optimize production costs while ensuring the timely delivery of products to various regions. This global supply chain is complemented by strategic partnerships and licensing agreements with local firms, which help Van Heusen to navigate complex regulatory environments and tap into the local expertise necessary for effective market penetration.

VI. SUGGESTIONS

Van Heusen, a prominent global apparel brand, has adopted a multifaceted international strategy to solidify its presence in the highly competitive fashion industry. The brand, originally known for its men's dress shirts, has expanded its portfolio to include a wide range of clothing and accessories, catering to both men and women.

Van Heusen's international strategy is characterized by its focus on product diversification, market adaptation, strategic partnerships, and robust supply chain management. The brand has leveraged its strong reputation for quality and innovation to enter and establish itself in diverse global markets. Understanding the varying tastes and preferences of consumers in different regions,

Van Heusen has employed a strategy of market adaptation, where product lines are tailored to meet local demands while maintaining the brand's core identity. This has involved adjustments in design, sizing, and marketing campaigns to resonate with regional cultural norms and fashion sensibilities. Furthermore,

Van Heusen has formed strategic partnerships and alliances with local retailers and distributors in various countries, which has facilitated smoother market entry and expanded its reach. These partnerships have enabled the brand to tap into the expertise and established networks of local entities, thereby accelerating its growth and presence in international markets.

Additionally, Van Heusen has invested significantly in its supply chain to ensure efficiency, cost-effectiveness, and agility, which are crucial for maintaining competitive pricing and meeting the fast-paced demands of the fashion industry.

By optimizing production processes and leveraging economies of scale, the brand has been able to sustain its market position and profitability across different regions. Another critical aspect of Van Heusen's international strategy is its focus on brand consistency and reputation management. Despite the regional adaptations,

Van Heusen has maintained a consistent brand image worldwide, emphasizing its legacy of sophistication, quality, and reliability. The brand has also embraced digitalization, utilizing e-commerce platforms and digital marketing to reach a broader audience and enhance customer engagement globally.

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