

## German Luxury shirt maker van Laack in partnership with the Bird Group, opens its first store in India

**New Delhi, Thursday, 15th December 2011:** New Delhi based Bird Group and van Laack, a globally renowned luxury shirt maker from Germany, officially unveiled the first van Laack store in India at the DLF Emporio Mall, New Delhi. The brand was launched showcasing its latest offerings from the Autumn Winter 2011 collection.

Founded in Berlin in 1881, van Laack completes 130 years of existence this year. The German shirt-maker is most widely recognized through its signature three hole button. The brand is known for its commitment to quality, impeccable cuts using the finest quality Italian fabrics and clever craftsmanship.

Ankur Bhatia, Executive Director, Bird Group, while addressing the media on this brand partnership said, "We are delighted to announce the opening of the first van Laack store in the country. I believe that van Laack is unique in its offerings as perhaps the only specialist shirt maker in the world. In true German commitment to quality, van Laack offers some of the best shirts across the luxury segment. The brand has carved a niche for itself across Europe and other global markets."

He further added, "In India, while there are several luxury houses offering both men and women's clothing and accessories, we see a huge gap in the shirt segment as the customer's choice is limited to purchasing from brands that are, let's say, not specialists in shirt making. Be it a man looking for a crisp shirt with a business suit or a woman looking for that special blouse with her designer jeans, van Laack fulfills this need. We have aggressive plans for the brand in India and are confident that the product portfolio will support us in these plans".

According to Christian von Daniels, owner & CEO van Laack, "India was always a priority market for van Laack, however, the key to making a foray into this market was to find the right partner. In Bird Group we found a perfect match as a partner that has astute understanding of international business ethics, local expertise, market know-how and reach to support the brand's expansion plans. I am happy to witness the opening of the first brand store in India and I am confident that our partnership with Bird Group will help the brand take its vision to the Indian consumer. Our product offering is unique and I am confident to receive a positive response from the Indian customers". Launched in 1881 as a men's brand, van Laack introduced its women's collection in the year 1972. The structured shirts crafted from the finest of Italian fabrics have many a followers and patrons across the world. A single shirt takes an easy 100 minutes to be crafted. van Laack also offers bespoke options in luxury shirt-making. The brand is credited with designing some of the most exclusive shirts for the aristocracy and royalty across many a countries and is currently present in all five continents with over 50 stores across global markets.

### About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 5000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail.

For more details please visit: [www.bird.in](http://www.bird.in)

## About van Laack

When it comes to shirts, German label van Laack has been a leading international manufacturer since 1881. All products are exclusively manufactured at the company's own 6 production sites. The production capacity totals 1.4 million pieces per annum. van Laack has manufactured apparel in Germany for 130 years. German operations are the heart of all of van Laack's production sites worldwide. From here all foreign operations are controlled. The brand, currently employs more than 1,600 worldwide.

van Laack has its own retail stores in Hamburg, Düsseldorf, Berlin, Baden-Baden, Stuttgart, Nuremberg, Munich, Zurich, Luzern, Singapore, Jakarta and New York, Paris etc. There are more than 60 additional mono-label stores designed as van Laack Partner Concept stores in Germany, Austria, Switzerland, other European Countries, Australia, Russia, Asia (China, India, Malaysia, Vietnam, Hong Kong etc.) This leads to more than 150 stores and Partner Corners worldwide.

van Laack has its own showrooms in Germany (Düsseldorf, Berlin, Hamburg and Munich) and in the rest of Europe (Brussels, Paris, Milan, Zurich).

## For media queries, please contact:

### The Bird Group Luxury Lifestyle

**Nicky Singh**

**Head- PR Luxury Lifestyle**

**Mobile:** +91 9810834483

**Fax:** +91 124 4610667

**e-mail :** [nis@bird.in](mailto:nis@bird.in)

### Six Degrees Public Relation

**Neha Vij**

**Mobile:** +91 9810408014,

**Email:** [nehav@sixdegreespr.co.in](mailto:nehav@sixdegreespr.co.in)

**Nabanita Bharali**

**Tel:** +91 8447284457

**Email:** [nabanitab@sixdegreespr.co.in](mailto:nabanitab@sixdegreespr.co.in)