

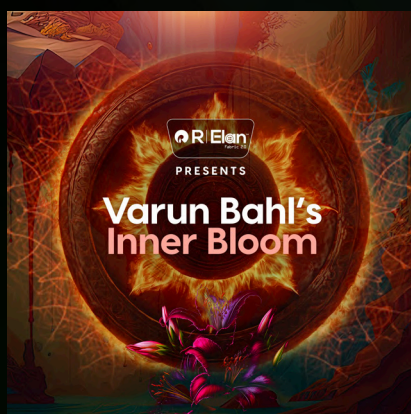


X Varun Bahl

THE POWER HIGH COUTURE HARNESSSED BY THE POWER OF ENGINEERED FABRICS

R|Elan™ collaborated with renowned fashion designer Varun Bahl for the 11th showcase at the LFW X FDCI at Pragati Maidan in Delhi. The show was titled R|Elan™ X Varun Bahl presents Inner Bloom - Festive Edit. Varun Bahl's collection for Fall 2023, "Inner Bloom - Festive Edit," transported the audience to a world where nature's beauty intertwined with high couture.

Varun has been known to create beautiful ensembles that range from traditional Indian attire to modern separates. His love for floral motifs has earned him the title of "couturier of flowers," and he explores these motifs in each of his collections with great detail.



Varun Bahl's couture collection 'Inner Bloom - Festive Edit' featured intricate techniques such as zardozi and aari, enriched with hand embroideries, lavish metallic accents, and intricate beadwork, breathing life into the radiant world of flowers. Each petal was a masterpiece, crafted with the finest bugle, two-cut seeds, caviar beads, and sequins mirroring the natural forms of blossoms.

The colour palette was a harmonious blend of hues. This departure from the signature Varun Bahl palette saw a festive and diverse range of colours, including old rose, black, duck egg blue, ecru, gold, and sage green on custom-woven eco-friendly R-Elan fabrics, adding high performance and enhanced free-flowing drapes to lehengas along with jacket sets, cape sets, and trouser suit sets.

In line with the designer's commitment to sustainability, every showcase under his brand name always includes a small upcycled collection, promoting the repurposing of materials; hence, this collection also featured patchwork crafted from borders and 3-D floral patches. Varun Bahl's Festive 2023 Collection has been made available at the label's flagship store in Mehrauli, New Delhi, immediately following the showcase.

R|Elan™ X Varun Bahl Showcase: A RUNWAY SUCCESS STORY



The R|Elan™ X Varun Bahl Showcase was a fabulous show, much loved by everyone present at the venue.

The stage was set up like a mini garden with moss and tree trunks, and as the models sashayed through this garden, wearing masterpieces from the collection, specially commissioned R|Elan™ fabrics really sealed the deal!



Varun Bahl had chosen the following R|Elan™ fabrics for his collection:

R|Elan™ Kooltex - keeps the wearer cool and dry all through the day, ensuring enhanced performance and encouraging physical activities. R|Elan™ Kooltex has been specially engineered to impart a unique profile to individual fibres. The microchannels help move moisture away from the body through rapid capillary action, helping it spread over a larger area on the fabric surface and enabling the rapid evaporation of moisture.

R|Elan™ FreeFlow - Specially engineered to provide fluidity and give the wearer a most luxurious fall and drape. R|Elan™ FreeFlow fabric also saves water, time & energy because of its quick-drying properties. Designers tend to choose this 'Super Fabric' to give their collections a classy touch.

R|Elan™ SuperFeel - engineered with a thinner diameter of fibres to create the most luxurious softness, yet not compromising on the fit. Soft to the touch, adaptable for elegance, and a delight to drape. It's like walking in the clouds.

R|Elan™ GreenGold - made from 100% post-consumer used PET bottles. This is in line with our commitment towards recycling PET waste bottles & reducing its impact on the planet.



HARNESSING THE POWER OF Social-Media

R|Elan™ unveiled the theme and disclosed the designer for the 11th season of R|Elan™ X LFW in early October 2023 through their official social media pages, with beautifully created 3-image grids to engage the audience. During the event, three distinct contests were conducted for the social media followers, encouraging enthusiastic participation from the attendees.

In the initial contest, followers were encouraged to share their favourite festive looks, resulting in an impressive 40 entries. Additionally, a dynamic 'Story Quiz' Contest was conducted, wherein participants were challenged with questions related to the brand. This contest yielded a total of 25 entries.

The final contest prompted followers to reshare their favourite LFW looks along with a creative caption, following and tagging the R|Elan™ social media page.



Furthermore, to build anticipation for the collection, a spirited Q&A session featuring Varun Bahl was shared a day prior to the event, adding an element of excitement. Subsequently, a captivating journey video was released the following day, showcasing Varun Bahl's perspective on the collection and the exquisite fabrics employed.

As a customary practice, the show was live-streamed on the official Instagram and Facebook handles, ensuring that the audience and esteemed invitees, unable to attend the physical event, could partake in the grandeur of the occasion.



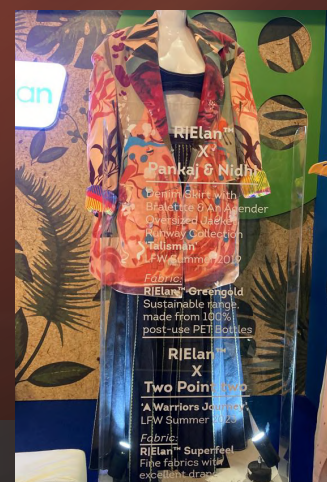
The Photo Op & Fabric Display corners WERE A BIG HIT THIS YEAR!



This year R|Elan™ attempted something different, celebrating India's triumph on the moon & combining it with Fabric of the Future. A unique Photo Op corner was created with large mirrors placed next to each other, creating an illusion of three people instead of one being clicked. The concept & the photo op were a big hit with guests spending hours posing and taking creative photographs in this unique illusion of mirrors.



These guests not only clicked photographs but also uploaded them on various social media handles due to which we earned numerous mentions on all our pages.



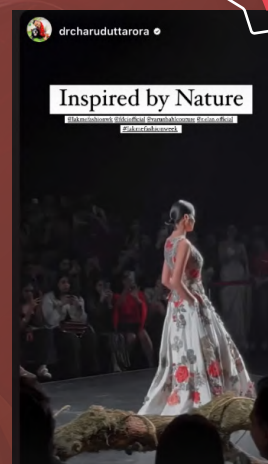
The Fabric Display Lounge made a striking impression this year, featuring large panels displaying outfits from previous shows at LFW. Each outfit was accompanied by designer details and the name of the R|Elan™ fabric used. Guests and partners alike were enthralled by the creativity of the 'Museum of Fashion and Innovation.'

Headlines R|ELAN™ REAPED!

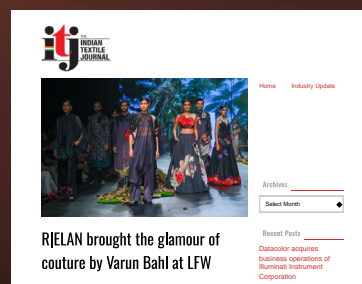
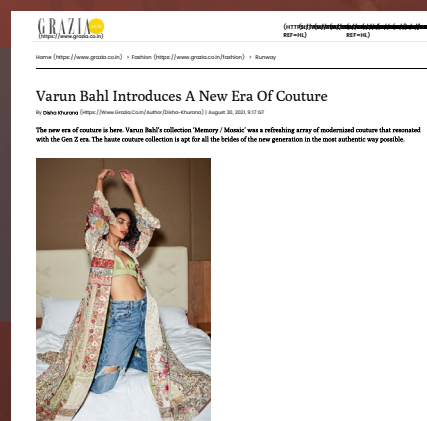
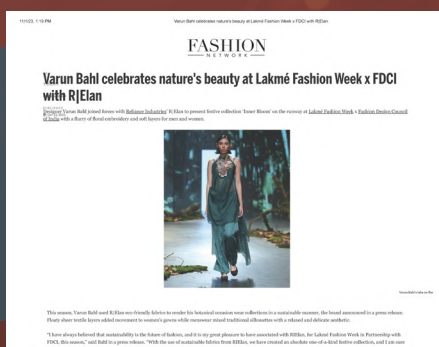
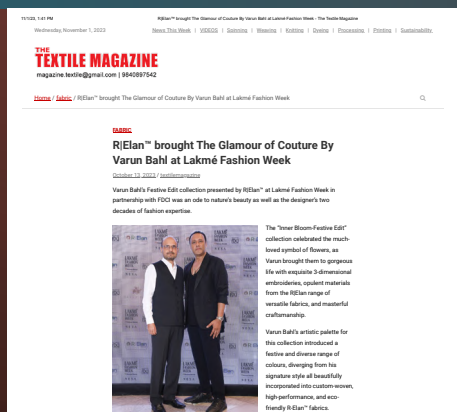


This year, the successful run was continued with coverage in many major publications at home and abroad. More than 70+ tags were received on social media, and the show was widely covered in print as well as digital media.

Invited fashion influencers and media people who attended the show tagged R|Elan™ in their stories and shared their experiences about the show and the collection. 30+ influencers tagged R|Elan™ in their posts and stories like Perna Mehra, Simran Taneja, Anisha Sethi, Sejal Kumar, Deeksha Mishra, Dr Charu Dutt Arora, to name a few.



Some major publications that covered our show were Fashion Network, News18, The Print, etc., and some other leading digital publications were Vogue India, Grazia India, Hello magazine, etc.



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