

R|ELAN™ 'THE NEW ORDER' BRINGS SUSTAINABLE FASHION TO THE FIRST POST-PANDEMIC ON-GROUND FASHION SHOW AT THE FDCI X LAKMÉ FASHION WEEK.



#Reclaim Freedom



R|Elan™ collaborated with Rajesh Pratap Singh of Satya Paul for our 9th season at Lakmé Fashion Week. The collection was symbolized by curvaceous and disobedient lines, inspired by the work of Klimt, Muccha and Toulouse Lautrec.

The show was held in the swimming pool area of Major Dhyan Chand National Stadium, India Gate, New Delhi, for the first time ever. The SFX of the show and the beauty of the ensembles really brought alive our concept of #ReclaimFreedom.

The collection used **R|Elan™ GreenGold**, **R|Elan™ Kooltex** & **R|Elan™ Superfeel**.

R|Elan™ fabrics enhanced the glamour quotient of the show significantly and also brought home the adaptability and versatility of smart fabrics.

This was the first on-ground fashion show after the pandemic and the **New Order** collection was extremely well received by the audience.

R|ELAN™ FABRICS STOLE THE SHOW!



The R|Elan™ X Satya Paul by Rajesh Pratap Singh was a roaring success at the recently concluded FDCI X Lakmé Fashion Week, in New Delhi.

The talented designer Rajesh Pratap Singh of the House of Satya Paul used **R|Elan™ GreenGold**, **R|Elan™ Kooltex** & **R|Elan™ Superfeel** fabrics to create his opulent, majestic post pandemic freedom show. Especially commissioned R|Elan™ fabrics sported the signature bold, eclectic Satya Paul prints and the collection featured curvaceous, disobedient line, inspired by the work of Klimt, Mucha and Toulouse Lautrec.

Just like the roaring 1920's, the 2020's was also presented as a time of opulence and glamour. No more following the simplistic loungewear of the pandemic years but blossoming into full blown glamour.



R|Elan™ GreenGold fabric is made from 100% recycled post-consumer used PET bottles, collected through more than 100 bottle collection centres spread across various regions of India. This is in line with our commitment towards recycling only 100% used PET bottles and avoiding the use of virgin PET bottles in the manufacturing process.

R|Elan™ Kooltex fabric has been specially engineered to allow rapid moisture management wherein sweat is absorbed and wicked rapidly to the outer surface, then it is dispersed over a large surface area to speed up evaporation. This allows sweat to be evaporated swiftly, keeping the garment dry and cool.



R|Elan™ Superfeel fabric provides creation of soft and luxurious apparel with phenomenal drape and fall.

Overall, R|Elan™ fabrics leant themselves very naturally to the opulent collection and brought a hopeful note of sustainability to the grand fashion show.

THE IMPORTANCE OF THE R|ELAN™ X SATYA PAUL BY RAJESH PRATAP SINGH & WHAT IT MEANS FOR THE NEW NORMAL.

The R|Elan™ X Satya Paul by Rajesh Pratap Singh show was an important event, symbolizing that all is back to normal in the fashion world and that we can hope to see the future with new eyes.



New Order is a collection of clothes that spells Evening with a capital E. We're out and about again, and the smart, sustainable fabrics provided by R|Elan™ give flight to our flow."

Rajesh Pratap Singh,
- Creative Director of Satya Paul



We at Reliance are very excited to see Satya Paul ensembles combining the best of both worlds – the key R|Elan™ features of sustainability, performance enhancement and aesthetics with Satya Paul's signature specialty of presenting modern iterations of Indian textiles, using homegrown craftsmanship."

Mr. Hemant Sharma,
-Head of the Polyester Business from Reliance Industries Ltd.

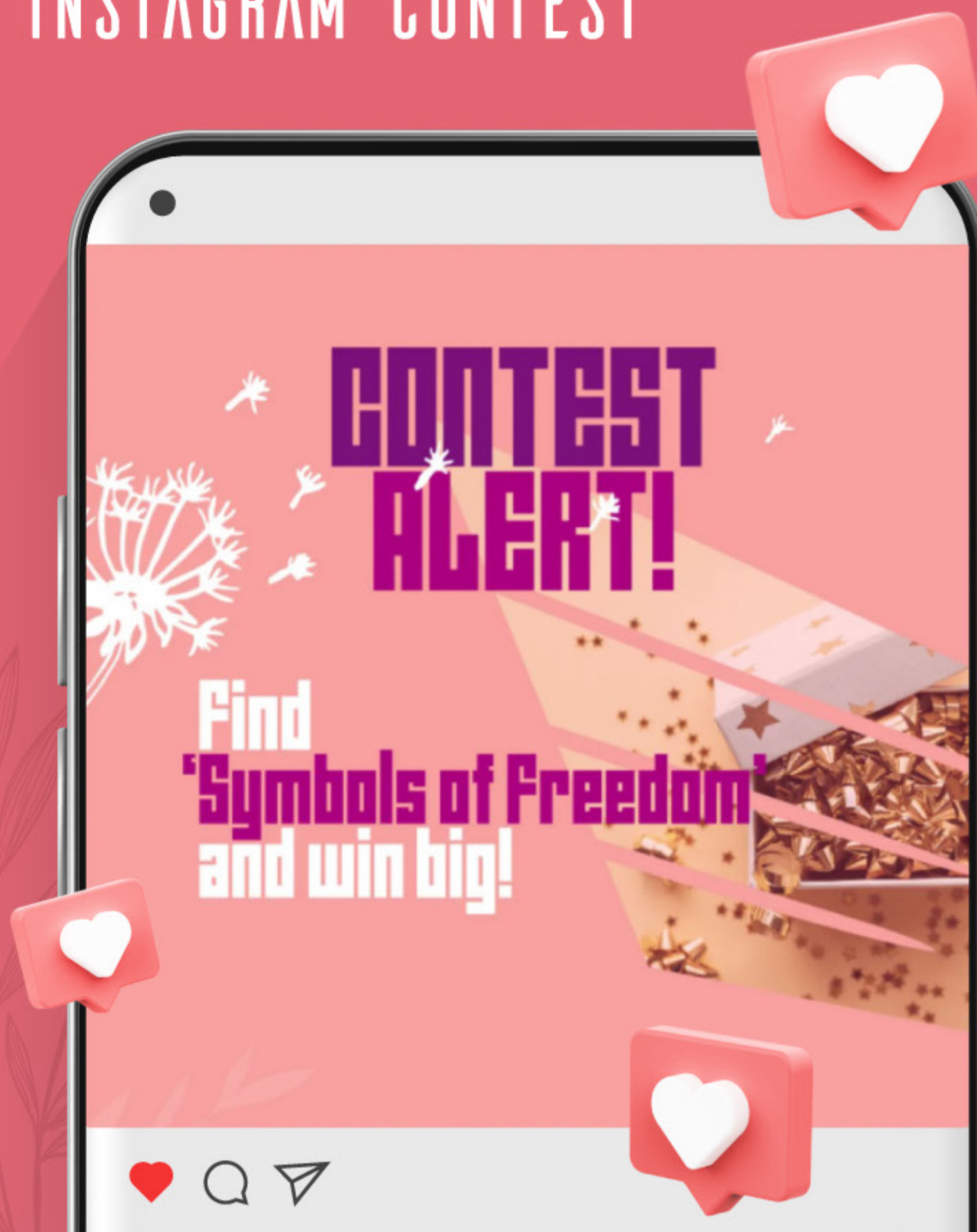
What a great partnership and what a note of hope for the fashion of the future.

'SYMBOLS OF FREEDOM' INSTAGRAM CONTEST

This year had an exciting digital treasure hunt for viewers at home. The contest was titled 'Symbols of Freedom' and it ran all day, on Instagram, on the day of our R|Elan™ X Satya Paul by Rajesh Pratap Singh show.

Viewers at home were encouraged to scroll through the entire Instagram page of our brand R|Elan™ and look for a comment with a link to photos of symbols of Freedom. They had to take a screenshot and tag us on their insta page. The first three peeps to do it won exclusive goodies from the R|Elan™ X Rajesh Pratap Singh X Satya Paul show!

The contest was a huge success.



33_{K+}



USERS
REACHED

36_{K+}



TOTAL
IMPRESSIONS

5_{K+}



ENGAGEMENT

12



NUMBER OF
PARTICIPANTS

WINNERS



Usha Jain



Naveen Yerradla



Raksha Solanki



CIRCULAR DESIGN CHALLENGE IN PARTNERSHIP WITH UNITED NATIONS ENVIRONMENT PROGRAMME, UNITED NATIONS INDIA AND LAKMÉ FASHION WEEK.

R|Elan™ 'Fashion for Earth' in partnership with United Nations India and United Nations Environment Programme presented the 4th edition of Circular Design Challenge at the FDCI X Lakmé Fashion Week, in New Delhi.

Our six finalists were as follows:



Pieux make use of de-construction and re-construction of old clothes and discarded carpets to give an extended life to them.

Satat handcrafts statement jewellery out of reclaimed teak wood blocks and natural pigments extracted through Indigo, Turmeric, Gypsum, Beetroot, Geru, Indian Madder and Kohl.



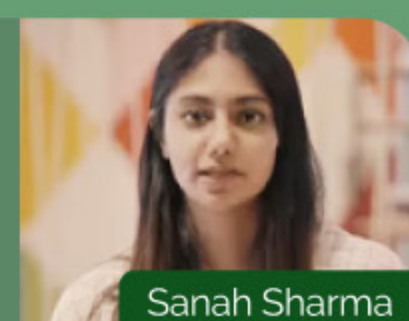
Chamar showcased a composite material made out of recycled rubber which is durable, waterproof, vegan and can be reheated into a brand new surface if damaged.

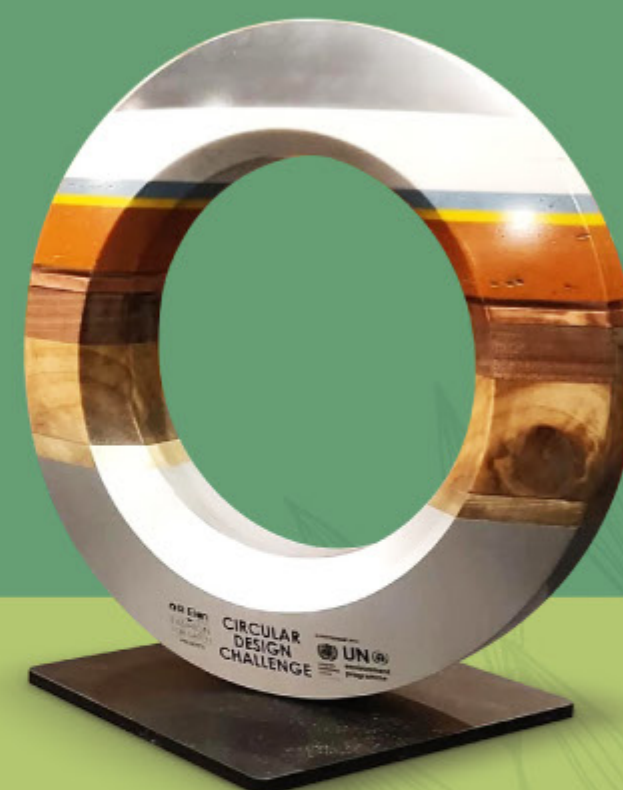
They have established a framework that contributes to developing a local circular waste management system that integrates textile waste as a fuel for creating a circular fashion system.



At Thaely, the aim is to reach the holy grail of sustainability which is a closed loop system where all waste, defects and traded-in products are recycled to produce more Thaely products.

Sanah Sharma makes garments using zero-waste techniques called Planar Flux. The use of recycled handloom textiles provides an opportunity to eliminate carbon emissions emitted by using power looms.





Pieux by Pratyush Kumar was declared the winner of the Circular Design Challenge. Pieux Organic also won the Rs. 20 Lacs cash prize and the opportunity to showcase their collection at the next edition of Lakmé Fashion Week.

Sanah Sharma was presented the "R|Elan™ Award for Excellence in Circularity" and a certificate was given for the same. This special recognition is presented to one of the finalists during the Circular Design Challenge for their outstanding innovation in circular fashion.



All our finalists received participation certificates.

R|ELAN™ PUT UP A BOOTH IN THE FORM OF 'R|ELAN™ FABRIC BAR'

An innovative way of showcasing the smart and innovative fabrics in its portfolio. Our fabric bar was live from 23rd-27th March 2022, offering a glimpse into the range of fabrics from various categories with major focus on 'sustainability'.



This was the first time that a physical show was held after the pandemic years and visitors, guests and dignitaries thronged the R|Elan™ Fabric Bar. Many queries were received with regards to our fabric and it was a success in terms of garnering eyeballs for R|Elan™ and provoking excitement for our products.



R|ELAN™ PHOTO BOOTH AT THE FDCI X LFW 2022.

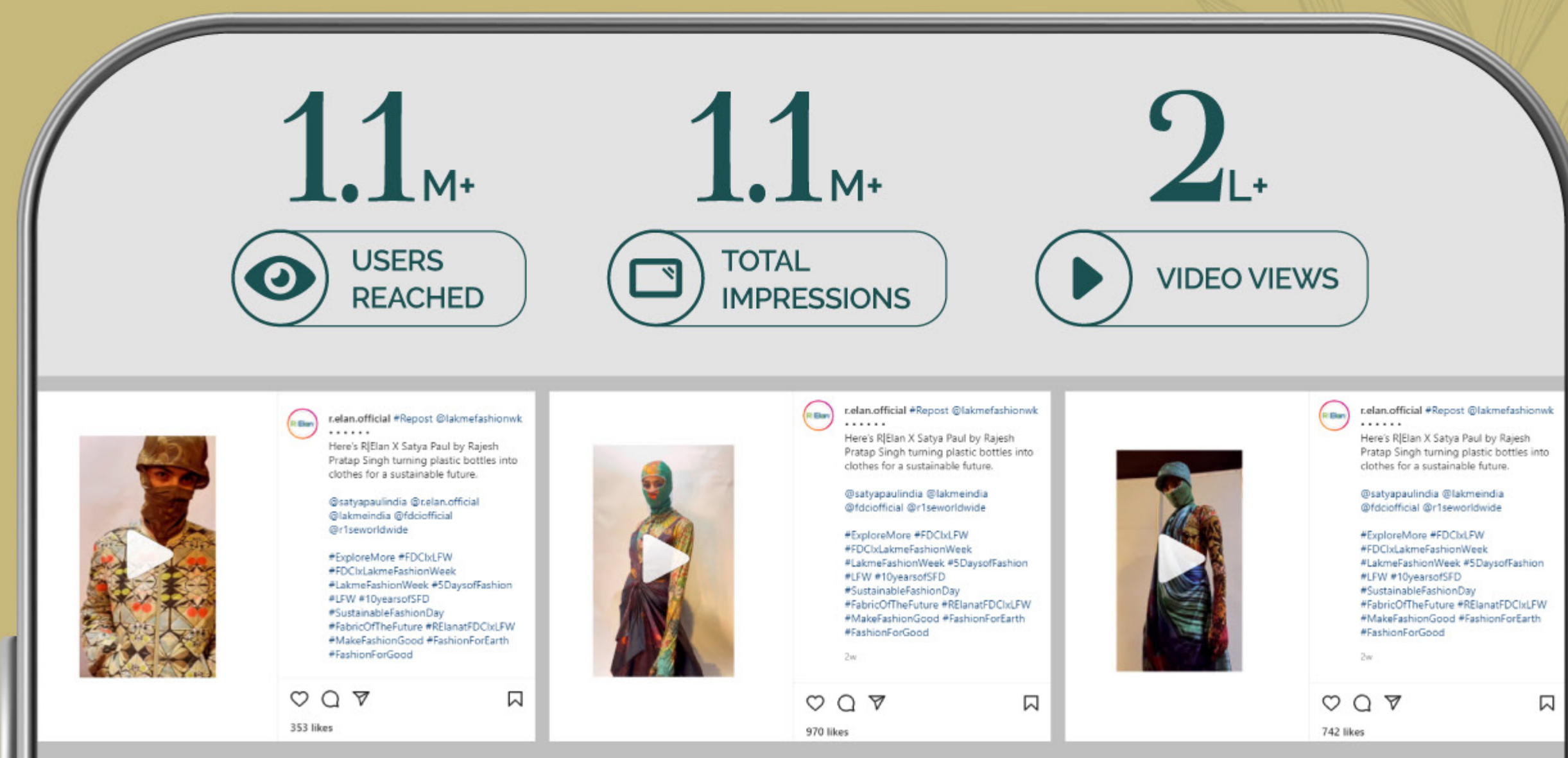
We had made arrangements to create a special photo booth at the 2022 FDCI X LFW. A beautiful white sofa was placed in front of a white oval background with our messaging on it and covered with real foliage. We had converted used PET bottles into lamps and it looked beautiful.

Our guests and visiting dignitaries posed on the sofa throughout the day and we are happy to say that we were able to give pleasant memories of our event to them.



WASTE TO HIGH COUTURE. A STORY.

A special reel for Instagram was created that showed how the apparel used in R|Elan™ X Satya Paul by Rajesh Pratap Singh was created by turning plastic bottles into clothes for a sustainable future. The reel highlighted how used PET bottles can be used to create amazing high couture ensembles.



OVERALL PERFORMANCE NUMBERS

