



R|ELAN™ - RECRO® BACK AT PHYSICAL EXHIBITIONS

R|Elan™ - Recron® was back participating in physical exhibitions with its stall in Source India, Surat from 20th – 22nd March'22. Our booth included our latest fabric developments under R|Elan™ and Recron®. Apart from our products, our booth also accommodated stalls for 5 of our esteemed HEP partners like Ajantha Silk Mills, Armstrong Spinning Mills, Pranera Services and Solutions, Rihanna Industries, and Yes Fashions.



PROMOTING R | ELAN™ TURKEY AND OTHER MARKETS



We have continued to promote different R|Elan™ fabric technologies across domestic and international trade publications and their website and social media handles. R|Elan™, and R|Elan™ GreenGold were promoted in the Turkey trade market through Textilience, Turkey.

Growth engines like R|Elan™ FeelFresh, R|Elan™ AirTherm & R|Elan™ GreenGold were promoted across Textile Today, Textile Focus – Bangladesh, and Fibre2Fashion, Apparel Resources, and Tecoya Trend in India.

Advertorial

R|Elan™ GreenGold – enabling eco-conscious fashion – now available in PT & FDY

R|Elan™

There has been a growing demand for sustainable raw materials like recycled polyester filament yarns across varied product ranges for all major apparel categories. Backed by burgeoning demand, Reliance Industries Limited (RIL) has introduced R|Elan™ GreenGold in the filament form, made from recycled PET bottles.

R|Elan™ GreenGold is the filament form, made from recycled PET bottles. It is available in two different yarns (20/1 for cut-and-sew and 30/1 for knit) for various apparel categories. It is also available in two different yarns (20/1 for cut-and-sew and 30/1 for knit) for various apparel categories. It is also available in two different yarns (20/1 for cut-and-sew and 30/1 for knit) for various apparel categories.

Enhanced wellness index

When you wear R|Elan™ GreenGold, you are wearing a fabric that is made from recycled PET bottles. This fabric is made from recycled PET bottles. This fabric is made from recycled PET bottles. This fabric is made from recycled PET bottles.

Enabling awareness and demand for Green Gold

The fashion and textile industry is in the eye of the storm. It is a leading environmental concern. The industry has its 'green' footprint. It is a leading environmental concern. The industry has its 'green' footprint. It is a leading environmental concern.

FABRIC 2.0 FITNESS MADE SUSTAINABLE

Embrace the next level of green fashion. Made from 100% post-consumer used PET bottles, R|Elan™ GreenGold enables high quality eco-friendly fashion. Eco-fashion that's not just good for the earth, it's good for you too.

Environment friendly
Made from 100% post-consumer PET bottles
Traceable manufacturing process

R | Elan™
Fabric 2.0
GreenGold

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www.r-elan.com

Hashtag: #greengold

Reliance Industries Limited

INDO TEXTILES
HALLMARK GROUP
PIL & GROUP
SHASHI



ECODUKA POWERED BY RECRON® GREENGOLD BAGS

Ecoduka, an eco-friendly bag brand from Jute bags, UK launched a new range of bags made from Recron® GreenGold. The same partnership was promoted through co-branded hangtags. The hangtags depict the entire process of GreenGold to the consumer, from used PET bottles to the fabric and the bag.

The eco-friendly range of bags include tote bags, pouches, bags for everyday shopping and school children.

PROMOTING R|ELAN™ VIRTUAL SOURCING CENTRE

EXPERIENCE INNOVATION IN FABRICS

Explore the world of smart and eco-friendly fabrics.

Come experience the evolution of fabric sourcing by visiting our R|Elan™ Virtual Sourcing Centre to discover an amazing collection of fabrics.

WE HOPE TO SEE YOU THERE SOON.

CLICK HERE TO VISIT

The R|Elan™ Virtual Sourcing Centre



www.r-elan.com

@r.elan.official | R|ElanOfficial | R|ElanOfficial | www.r-elan.com

The R|Elan™ Virtual Sourcing Centre was promoted across the value chain through LinkedIn posts, mailers, WhatsApp communication, and signatures so that we can reach out to more customers with our latest fabric developments.

R|ELAN™ EXCELLENCE IN CIRCULARITY '21 WITH PAIWAND

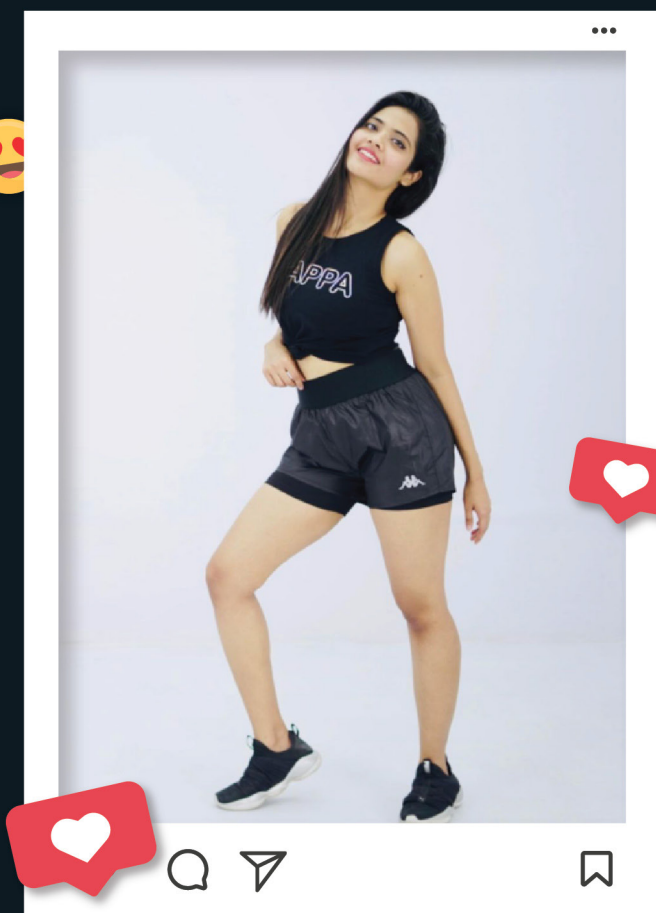


CDC saw an additional award in the form of R|Elan™ Excellence in Circularity awarded to Paiwand for exhibiting creative and scalable solutions that push the envelope in circular fashion. R|Elan™ collaborated with Paiwand to create a unique collection as a pilot solution to the existing issue of pre-consumer textile waste.

This project entailed Ashita from Paiwand to use R|Elan™ scraps and waste fabric swatch samples from old swatch books, production waste, etc. which were collected from partner mills. She upcycled approximately 15 kgs of textile waste to develop this collection and is confident that with a continuous supply of such textile scraps, she will be able to build a viable business model centered on circularity in fashion.



FITNESS PARTY WITH KAPPA FROM LIFESTYLE X R|ELAN™ KOOLTEx ON WOMEN'S DAY

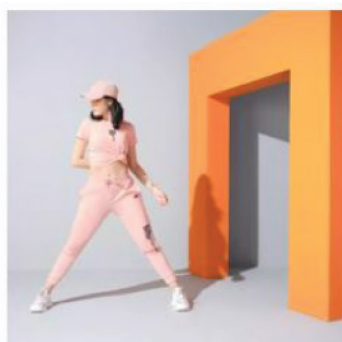


R|Elan™ collaborated with Kappa from Lifestyle for the Women's Day campaign (#justforher). As a part of this campaign, the co-branded range of Kappa from Lifestyle powered by R|Elan™ Kooltex was promoted. This was done through an Instagram live session called – **Fitness Party with Kappa X R|Elan™ Kooltex**. The Zumba session was carried out by well-known fitness influencer Somya Luhadia (**210k followers**) -

https://www.instagram.com/somya_luhadia/ with **3.1k+ views**.

The campaign Impressions were - **83k+**, Reach - **78k+**, and Engagement - **658**.

This campaign helped communicate the functionalities and benefits of the Kappa range made with R|Elan™ Kooltex fabric to a large audience.



THE LAUNCH OF R|ELAN™ ECOCEAN

We introduced R|Elan™ GreenGold Ecocean on social media.

R|Elan™ GreenGold Ecocean is a fabric made by recycling 100% used PET bottles collected from within 50 kms of the ocean coastline.

The instagram grid highlighted the features and benefits of the fabric.



PERFORMANCE NUMBERS

TOTAL REACH **6.2M+**

6.5M+ IMPRESSIONS

LIKES **1.8K+**

FABRIC
MADE FROM OCEANBOND
PET BOTTLES BEFORE THEY
REACH THE OCEAN



THE
BEST WAY TO
LOVE THE OCEAN
IS TO SAVE IT



FASHION
THAT LOVE
THE OCEANS.



R|Elan™
Fabric 2.0
GreenGold Ecocean



Made from 100%
used ocean-bond
Pet bottles



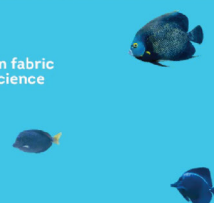
Environment
Friendly



Traceable
manufacturing
process

R|ELAN™ GREENGOLD
ECOCEAN

High Fashion fabric
with a conscience





THE R | ELAN™ EARTH TEE 4 DESIGN UNVEILING

On the occasion of Earth Day 2022, we saw 2 designs being unveiled for the Earth Tee 4.

They were both designed by Rajesh Pratap Singh of Satya Paul as an extension of our collection "New Order". We asked the audience to vote for their favourite design so we could launch the winning design as our Earth Tee 4 on World Environment Day 2022.

This Earth Tee is made from post-consumer used PET bottles which were collected at the FDCI X LFW 2022. These were then converted into beautiful designs by Rajesh Pratap Singh.

PERFORMANCE NUMBERS

TOTAL REACH **2.1M+**

2.4M+ IMPRESSIONS

ENGAGEMENT **16K+**

UNVEILING
2 DESIGNS FOR THE
EARTH TEE 4.0! →

A WONDER FABRIC
MADE FROM 100% USED
PET BOTTLES.

WASTE IS
NOT WASTE WHEN
YOU UNWASTE IT

1 DAY

24 HOURS

1440 MINUTES