

DYNAMIC SHOWCASES: WEAVING FABRIC BRILLIANCE IN BANGALORE, MUMBAI & SURAT.

DENIMS & JEANS, BANGALORE



Amidst the luxurious ambience of The Lalit Ashok Hotel in Bangalore, on April 26th and 27th, 2023, R|Elan™ unveiled its coveted denim creations at the Denim & Jeans Event. The event witnessed a harmonious dance of potential, as captivating fabrics from R|Elan™ captured the attention of both esteemed brands and skilled mills. These fabrics, thoughtfully curated into the realms of Sustainability, Performance, and Aesthetics, painted a tapestry of innovation that left an indelible impression on all those who had the privilege to explore them.

GARTEX, MUMBAI

The magnetic pull of R|Elan™ was undeniable at the Gartex Mumbai Event, held from the 11th to the 13th of May 2023, within the sophisticated embrace of Jio World Convention Centre at BKC, Mumbai. Eager prospects were irresistibly drawn to the stall, where the allure of R|Elan™ wove its enchanting spell, leaving an indelible mark on their minds.



APPAREL SOURCING WEEK, BANGALORE



Stepping into the limelight at Apparel Sourcing Week in Bangalore on the dynamic days of July 20th–21st, 2023, we proudly adorned the event with our sponsorship of lanyards and badges, a testament to our commitment. Amidst this vibrant backdrop, our innovative fabric collection unfolded in a tapestry of swatches and manifested in over 10 exquisite garments. These creations, meticulously categorized into Sustainability, Performance, and Aesthetics, stood as beacons of our artistry and vision.

YARN EXPO, SURAT

In a dynamic showcase of prowess, we took center stage at Yarn Expo held from the 4th to the 6th of August, 2023, within the grand halls of Surat International Exhibition and Convention Centre (SIECC) in Sarsana.



A symphony of interest resonated from diverse horizons of potential customers, each note echoing our offerings. The crescendo of success reached its zenith as we orchestrated over 85 unique customer encounters, crafting harmonies of collaboration and connection.

FROM PARIS TO DHAKA: R|ELAN™'S FABRIC INNOVATIONS STEAL THE SHOW

PREMIER VISION, PARIS



We proudly engaged in Premier Vision held in the enchanting city of Paris, Nord Villepinte, from July 4th to 6th, 2023. Our presence illuminated the event as we unveiled a diverse range of fabric offerings, placing a spotlight on the significance of sustainability-driven fabrics.

The outcome was resounding, with over 70 unique customer meetings accomplished, fostering connections and collaborations that fuel our journey forward.



BANGLADESH DENIM EXPO, DHAKA



In a remarkable showcase, we unveiled our innovative range of denim fabrics at the Bangladesh Denim Expo'22 in Dhaka, held at Bashundhara from May 16th to 17th, 2023. The event resonated with our offerings, drawing significant attention and witnessing numerous visits from potential customers. Our participation sparked immense interest, resulting in over 100 sample requests spanning various product categories.

ELEVATING FABRIC INNOVATIONS: R|ELAN™ HOSTS DYNAMIC BUYER-SELLER SHOWCASE



In a spectacular display of synergy, we hosted a captivating buyer-seller meet within the realms of our cutting-edge R|Elan™ fabric studio in Delhi on June 22nd-23rd, 2023. This exclusive event served as a splendid showcase for our diverse portfolio of fabrics, spanning the realms of sustainability, performance, and aesthetics. Our offerings are meticulously designed to cater to the evolving desires of consumers, brands, and retailers. The event gathered momentum as over 50 Hub Excellence Partner Mills proudly exhibited their impressive fabric collections. To add to the tapestry of innovation, 8 esteemed partner mills presented their own trailblazing fabric collections, thus heightening the immersive experience for all attendees. This gathering proved to be a pivotal catalyst, seamlessly bringing together fabric manufacturers and discerning buyers for meaningful one-on-one discussions, sparking collaborations, and nurturing valuable relationships.



REVOLUTIONIZING FASHION WORLDWIDE THROUGH CIRCULAR DESIGN INNOVATION

INDIA'S BIGGEST SUSTAINABILITY AWARD

THE CIRCULAR DESIGN CHALLENGE PRESENTED BY R|ELAN™ IN PARTNERSHIP WITH THE UN INDIA & LAKMÉ FASHION WEEK X FDCI GOES GLOBAL

With the aim of attracting eco-fashion innovators from around the world, the Circular Design Challenge (CDC), presented by R|Elan™ in association with the United Nations in India, has announced the global expansion of its program for the upcoming season of Lakmé Fashion Week x FDCI. This year's CDC aims to become a global phenomenon, inviting entries from the UK, Europe and the APAC regions.

CIRCULAR DESIGN CHALLENGE 2023

APPLICATIONS OPEN NOW

CIRCULAR DESIGN CHALLENGE 2023

CIRCULAR DESIGN CHALLENGE 2023

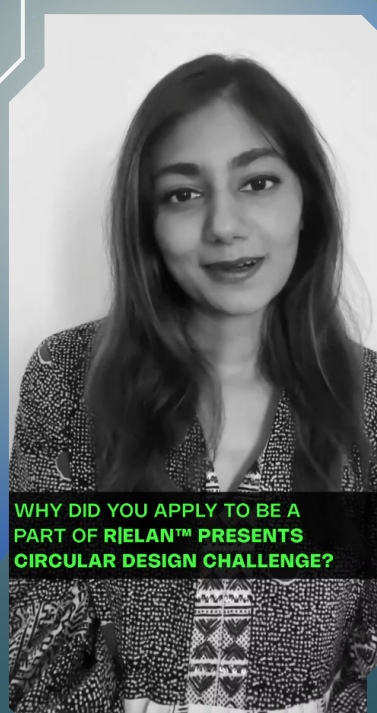
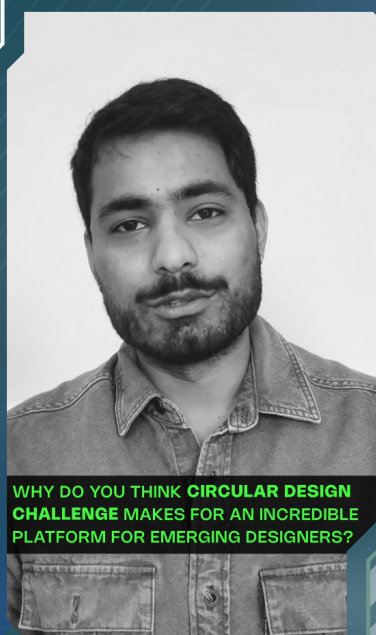
REASONS TO APPLY

Through the Circular Design Challenge, Reliance Industries Ltd aims to drive circularity in downstream industries and make the 'Sustainable Lifestyle' both practical and fashionable. To achieve this, the Circular Design Challenge has partnered with three global partners across borders – the British Council for the UK, Istituto Marangoni for the European Union, and Redress for Hong Kong/Asia Pacific, thereby adding even more depth and dimension to the challenge.

The first global shortlisting for the 5th season of CDC was conducted for the Asia Pacific region on July 18th through a virtual Zoom event. An esteemed mini-jury selected Pie-Wen Jin from Taiwan to compete in the finals, where she will contend with finalists from across the world.

The India shortlist took place on August 2nd, with a mini-jury convening physically in Mumbai. Three finalists were shortlisted – Banofi+Beej, Without & Studio Medium – all of whom will compete at the main event scheduled to be held in India in October of this year.

The UK & Europe shortlists are scheduled to take place physically on August 30th & September 5th, respectively, witnessing a gathering of immensely talented innovators showcasing products and innovations rooted in circularity principles. While the UK mini-jury event will take place in London, the Europe shortlist event will be held in Italy.



APPLICATIONS



Personal
reach outs done



Received from UK,
Asia Pacific & Europe
(total 12-15)



Applications received
from India alone



PRESENTS
**CIRCULAR
DESIGN
CHALLENGE**

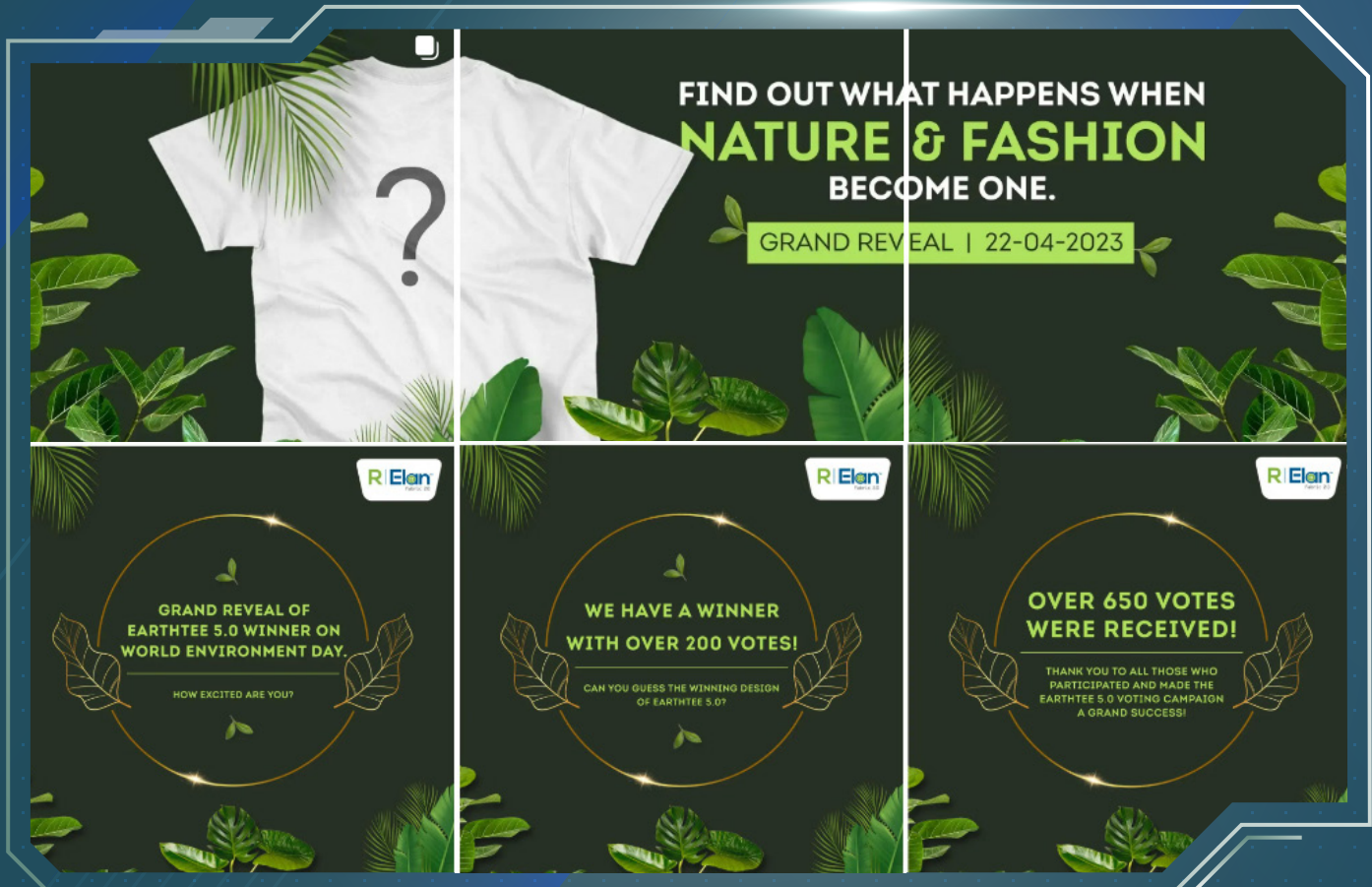
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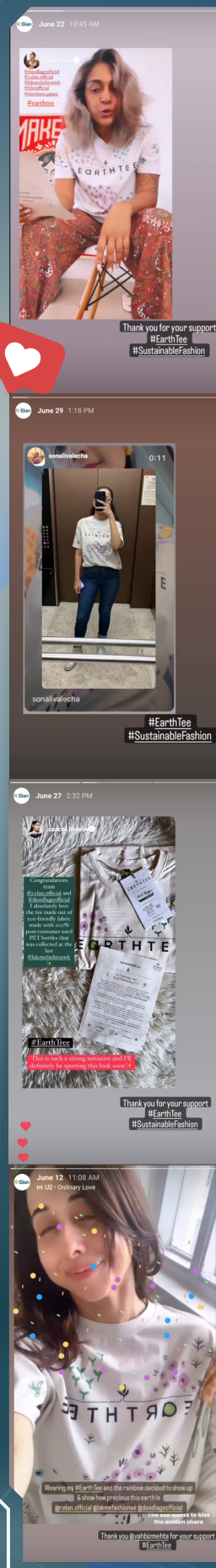
EARTH TEE VOTING AND LAUNCH: R|ELAN™'S FABRIC INNOVATIONS STEAL THE SHOW



On this year's World Earth Day, we proudly unveiled the commencement of our EarthTee Season 5. Coinciding with the 5th anniversary of both Earth Tee and the Circular Design Challenge, we embarked on an innovative journey by enlisting 5 distinguished alumni designers from CDC to craft the #EarthTee. These 5 unique designs were then presented to the public for a vote across social media platforms and among Reliance employees. The campaign garnered an overwhelming response, amassing over 600 votes, with Doodlage emerging as the victor, securing more than 200 votes. The Earth Tee, adorned with Doodlage's winning design, was officially launched on June 5th, World Environment Day, embodying our commitment to sustainable fashion and environmental consciousness.

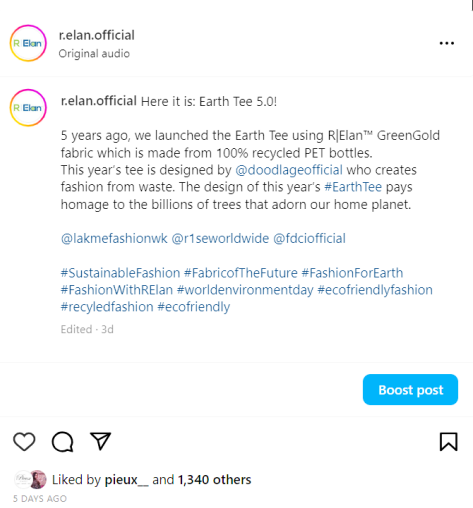
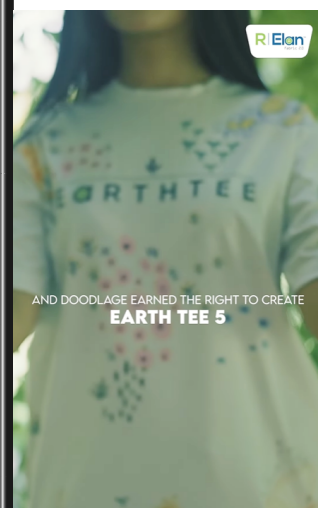
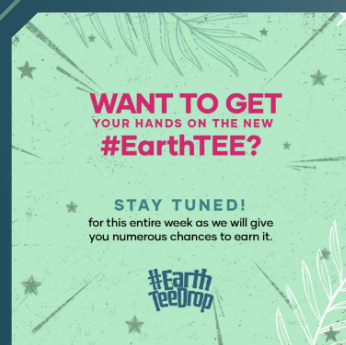


To maintain the momentum, we opted for a tantalizing approach by withholding the winner's identity and releasing intriguing teasers leading up to the reveal day. The unveiling was orchestrated through a captivating 9-grid carousel post, showcasing the fresh EarthTee design, with each tile also highlighting the individuals integral to the creation. Following the launch, an engaging interaction ensued with our followers under the hashtag #EarthTeeDrop.





Through this, we invited our audience to partake in an activity, following a set of rules to answer questions for a chance to win the coveted #EarthTee. The fortunate winners of these engagement activities were awarded the newly introduced #EarthTee.



Furthering the excitement, we invited previous #EarthTee winners to share their looks donning the garment. To amplify the impact, any posts or stories featuring the #EarthTee by celebrities and influencers were graciously re-shared across our official social media handles.

PERFORMANCE NUMBERS:



Reach



Engagement



Impressions



Video Views

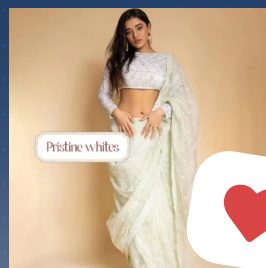
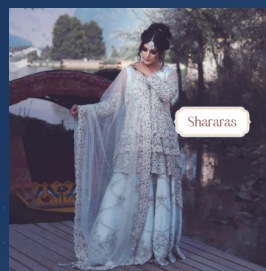


Reshares

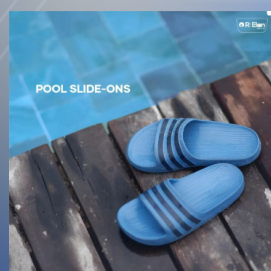
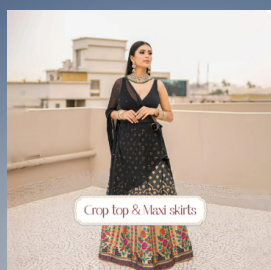
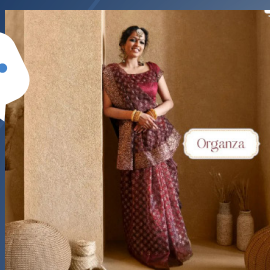
CRAFTING TRENDS & INSPIRING STYLE: R|ELAN™ SUMMER STORIES 2023



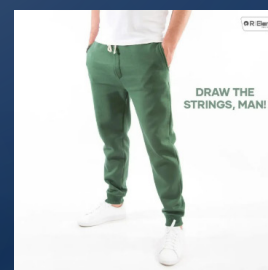
We meticulously conducted research and thoughtfully curated three distinct campaigns aimed at conveying the latest summer fashion trends catering to Women, Men, and ideal attire for Summer Weddings. Through these campaigns, we effectively communicated the freshest trends in summer fashion for various occasions, strategically positioning R|Elan™ as a trailblazer in the realm of contemporary fashion. Our approach transcended traditional brand promotion, showcasing R|Elan™ as a dedicated fashion curator. The impact was remarkable, as evidenced by our outreach to over 3.4 million individuals across three sets of six-grid campaigns, fostering engagement with a staggering 11,500+ participants.



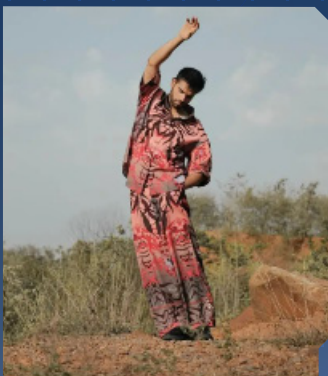
375



287



R|ELAN™ FABRICS SHINE IN EXCLUSIVE INFLUENCER PARTNERSHIPS



We established fruitful collaborations with five influential figures, each boasting an impressive following of over 100K, enlisting their expertise to elegantly exhibit and endorse apparel crafted from R|Elan™ fabric. These exclusive garments, sourced directly from the runway presentation at Lakmé Fashion Week in March '23, showcased the exquisite range of R|Elan™ Greengold, Kooltex, and Superfeel materials, masterfully designed by acclaimed brands Six Five Six and Two Point Two. The resulting five captivating posts garnered an exceptionally positive reception, effectively reaching an expansive audience of 25.3 million individuals through our official channels and sparking a robust engagement, evidenced by a remarkable 1.8 lakh interactions.

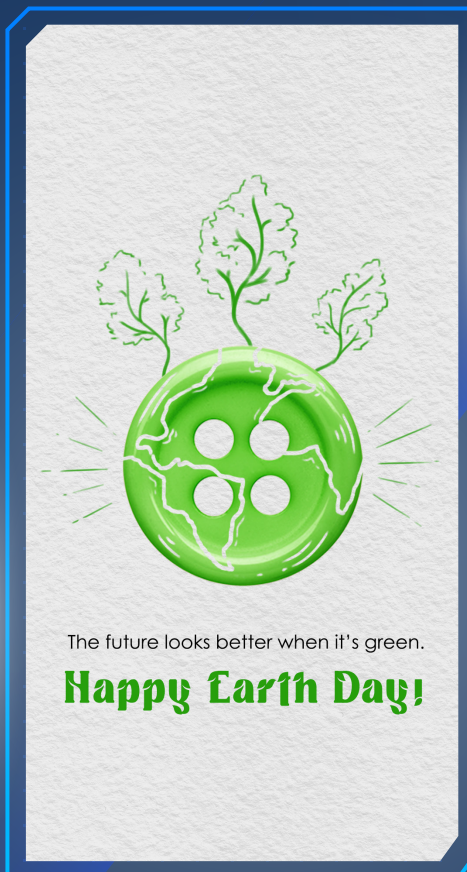


SIX5SIX



WARM SALUTATIONS, WITH OUR BUTTON AT THE HEART OF CELEBRATIONS.

Throughout the years, R|Elan™ has fostered a deep connection with our social media community, joining hands on important occasions through heartfelt greetings. This tradition further cements the enduring bond we've crafted together.



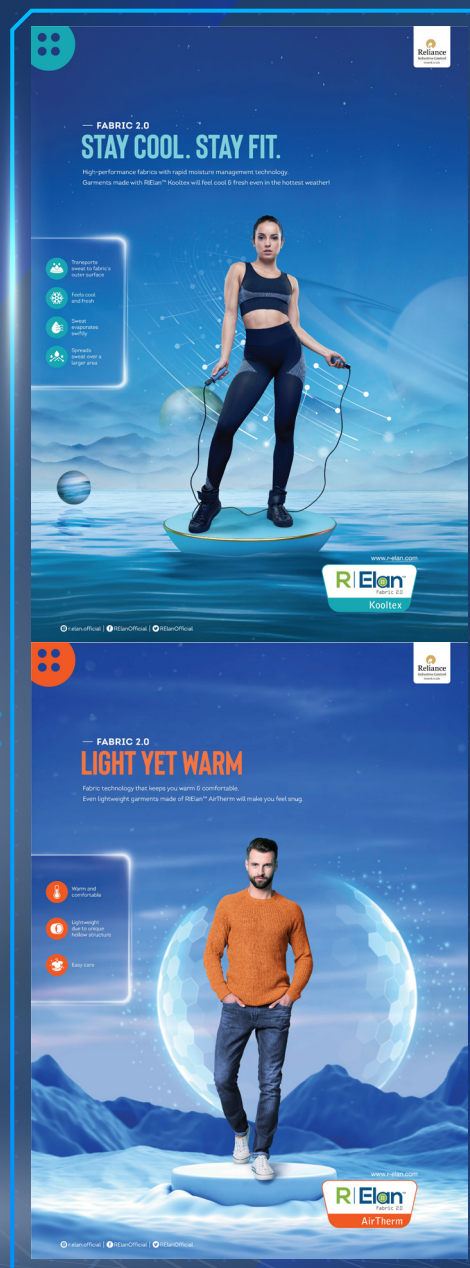
SHOWCASING OUR FABRICS SUPERIOR OFFERINGS THROUGH STELLAR VISUALS

Further cementing our core identity as the 'Fabric of the Future,' we have created a brand-new look to showcase brilliantly our range of functional fabrics, highlighting their unique properties. This look is now used for our brand communication across publications and event collaterals.

SUSTAINABLE



PERFORMANCE



AESTHETIC

