

**R|Elan™**  
LAUNCHES  
BIODEGRADABLE COLLECTION  
MADE OF R|ELAN™ ECOGOLD WITH CICLO®  
CREATED BY GAURI AND NAINIKA AT  
**Lakmé Fashion Week**



The 10<sup>th</sup> season of R|Elan™ at LFW at Jio World Convention Centre in Mumbai was a momentous occasion for the brand as it witnessed the launch of the most innovative fabric on the runway, R|Elan™ EcoGold with CicLO®.

The special technology infused in the fabric makes it biodegradable and hence a potential solution to reduce the cycle of waste accumulation in landfills, soil, wastewater and oceans.

With this season at LFW, R|Elan™ accomplished 5 successful years of participating, collaborating and contributing at India's largest fashion event while pioneering and creating awareness about the importance of sustainability and circularity in fashion.

For this edition R|Elan™ collaborated with the designer duo Gauri & Nainika who used our sustainable fabrics R|Elan™ GreenGold, made entirely out of 100% post-consumer used PET bottles and R|Elan™ EcoGold with CicLO® and also our aesthetic fabric, R|Elan™ FreeFlow to create their stunning collection, 'Midnight Botanica'.

# “Midnight Botanica 2023”

## COLLECTION BY GAURI AND NAINIKA FROM THE SENSATIONAL R|ELAN™ FABRICS CAUSE A MEMORABLE STIR

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Very pleasantly surprised by how stunningly beautiful these sustainable fabrics can be.

**Gauri and Nainika**  
Designer

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The collection called “Midnight Botanica 2023” had a rich, dark, dreamy look with stark contrasting hues of the night and botanical inspirations. Floating fashionably down the ramp were light-as-air chiffons, crepes and organzas that were turned into swirling dresses, jumpsuits and red-carpet-worthy flowing Grecian gowns. The romantic colours set the mood for the collection as fiery red and delicate ivory were merged skilfully with strong jewel tones.

The spring-summer line by Gauri and Nainika’s collection was inspired by Grecian lines and incorporated styles that were inclusive and generous and warm and designed to flatter all body types. Working with R|Elan™ fabrics enabled the designers to create a special sustainable collection, contributing to the ‘green fashion’ movement worldwide.

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There was a certain movement and grace to the fabric that I was frankly not expecting.

**Masoom Minawala**  
Showstopper

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Global fashion influencer, Masoom Minawala was the showstopper and wore a magnificent white gown made of R|Elan™ EcoGold. With her due date a couple of weeks away, she still walked at ease wearing the flowy white gown with utmost grace.





# R|ELAN™ FABRICS THAT Sizzled & Flowed ON THE RUNWAY AT THE FDCI X LFW.

**R|Elan™ GreenGold** fabric made from 100% post-consumer PET bottles and uses efficient, sustainable and certified manufacturing practices. It has become one of the most sought-after fabrics among leading brands, retailers, fashion designers and style enthusiasts.



**R|Elan™ EcoGold** a true warrior of Mother Nature & highlight of the show this season. It is bio-enhanced to break down into natural elements and plays a huge role in saving fashion waste from piling in landfills.

**R|Elan™ FreeFlow** makes you feel like a million dollars. It provides fluidity and gives you the most luxurious fall and drape so you can look your best, effortlessly.



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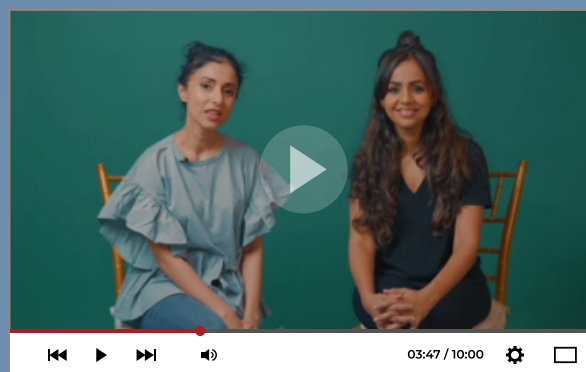
We stay focused with the sustainability concept, we care for the planet and we believe R|Elan™ product range makes it possible for us.

**Mr. Hemant Sharma**  
Polyester sector, RIL

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# INTRODUCING 'Timelessness' WITH GAURI AND NAINIKA ON THE RAMP AS WELL ON SOCIAL MEDIA TO PROMOTE SUSTAINABLE FASHION

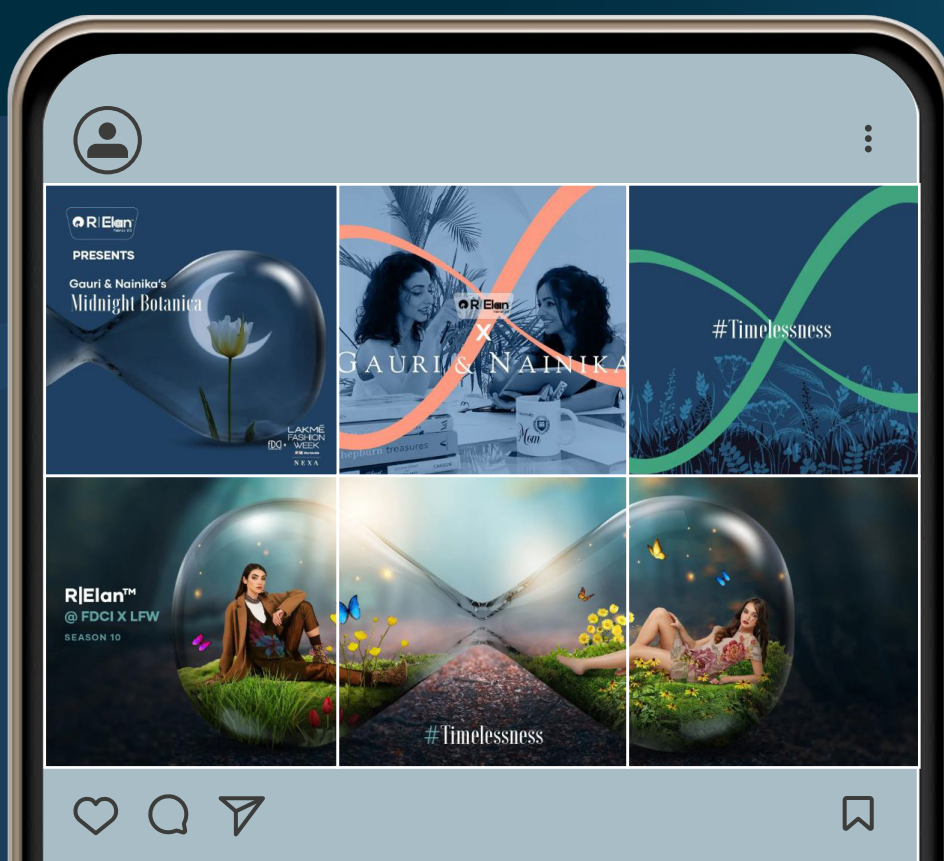


We introduced the theme and announced the designers for the 10th season of R|Elan™ at LFW in October 2022 on social media, with an eye-catching 6-image grid.

To create more excitement around the association we also shared the journey of the designers in creating the collection. In the video, they talked about the R|Elan™ fabrics used and about the debut of R|Elan™ EcoGold fabric on the runway and its special features. We also shared highlights of the show.

We kept the momentum going by sharing posts & stories on reminders and countdowns for the show as well as a sneak peek of the collection.

Urging people to engage with us we ran 2 contests to engage our audiences throughout the duration of the event, #TicketToLFW. To participate our followers had to answer a simple question about our brand, out of which a few lucky winners will be awarded a free pass for the next season of LFW.



23.3 M+

People reached on social media



6.8 L+

Users interacted with the content on social media



1.2 M+

Total views generated on social media



# R|ELAN™ FASHION FOR EARTH, 'CIRCULAR DESIGN CHALLENGE' SEASON 4 WINNER 'Pieux' BRINGS SUSTAINABLE FASHION ON THE RAMP

Winner of the R|Elan™ Circular Design Challenge Season 4 in Partnership with the United Nations in India, at the Lakmé Fashion Week X FDCI during the March 2022 edition, 'Pieux' by Pratyush Kumar brought a great sustainable fashion experience on the ramp. The presentation was showcased on Day 2 of the Lakmé Fashion Week in partnership with FDCI.

The award-winning collection made use of deconstructed

and reconstructed old clothes, that infused more life into the garments. Inspired by the incredible world of life under the microscope, Pieux showcased the theme "Illusion" in their collection at the event.

When it came to the foundation of the collection, the brand opted for materials like CARTEX (100% Upcycled carpet waste handloom textile), R|Elan™ Greengold (100% Recycled polyester made from post-consumer PET Bottles), R|Elan™ Greengold + R|Elan™ Feelfresh Fusion Fabric (100% Recycled Polyester with added anti-microbial properties), GRS certified recycled nylon, GRS certified recycled Polyester and organic cotton to create garments as well as footwear.

Fashion that is faithful and concerned about the environment has a lasting effect on the trend charts and the "Illusion" collection by Pieux was the ideal offering for buyers whose thoughts are on the right sustainable path.

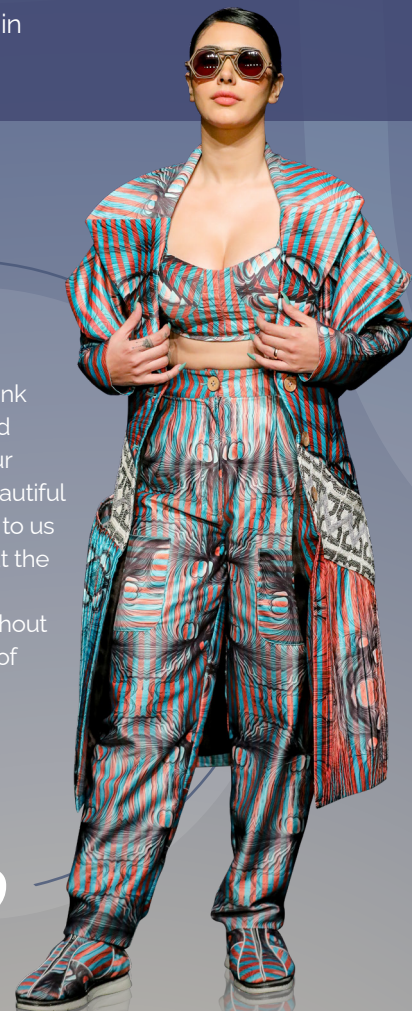
Warina Hussain, the showstopper of the collection on the runway applauded the initiatives by R|Elan™ and Pieux.

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As a global citizen I thank you, R|Elan™ and United Nations in India, for your contributions to our beautiful planet, which is HOME to us all and for ensuring that the needs of the current generation are met without comprising the needs of future generations.

**Warina Hussain**  
showstopper

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# A Digital Spin TO INCREASE SUSTAINABLE FASHION APPEAL VIA CIRCULAR DESIGN CHALLENGE



**Mr. Atul Bagai**  
Country Head UNEP India



**Mr. Shombi Sharp**  
UN Resident Coordinator in India

To promote and create awareness about Circular Fashion and announce the winners of the latest edition of CDC, The Pieux Collection at LFW, we displayed a 9-image grid on our social media.

To further drive impact, we shared the journey of Pieux, where the founder of the collection talks about his sustainable collection and the various techniques he utilized to create 'Illusion' powered by R|Elan™'s innovative range of sustainable fabrics.

We also showcased videos featuring Country Head UNEP India, Mr. Atul Bagai and UN Resident Coordinator in India, Mr. Shombi Sharp talking about the success of the sustainable collection by the winner of the latest edition of Circular Design Challenge.

We hosted a simple contest to engage our followers during LFW, where we asked them about the R|Elan™ fabrics used in the creation of the Pieux Collection, 'Illusion'. The contest was well received by our audience and the winners were given R|Elan™ goodies from the latest collection.



**12.9 M+**

People reached on  
social media



**2.2 L+**

Users interacted with the  
content on social media



**4.9 L+**

Total views generated  
on social media



# A SUSTAINABLE FABRIC INSTALLATION TO BRING THE BRAND ALIVE AT THE LFW BUYER SHOWCASE

At the event venue, R|Elan™ designed a unique fabric showcase area for the visitors of FDCI x LFW to interact with.

For the very first time, the arena solely housed the sustainable range of fabrics made by R|Elan™, namely R|Elan™ GreenGold, R|Elan™ EcoGold with CiCLO® and R|Elan™ Ecocean.

The innovative installation was created entirely out of PET bottles, signifying the raw materials used behind the creation of our range of cutting-edge sustainable fabrics.



## THE ECO-GOLDEN PHOTO BOOTH COMMUNICATES THE BIO-MIMICKING ATTRIBUTE CREATIVELY

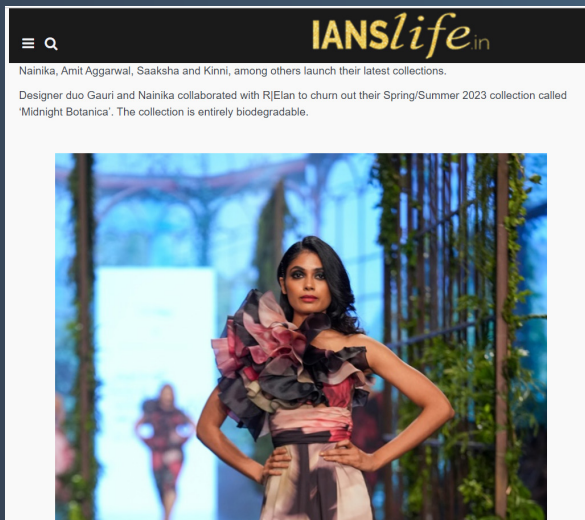
R|Elan™ installed a photo booth in the form of a garden, consisting of mannequins clad in leaves.

The aim behind the creation was to showcase how fabrics made from R|Elan™ EcoGold with CiCLO®, biodegrades and doesn't harm the environment.

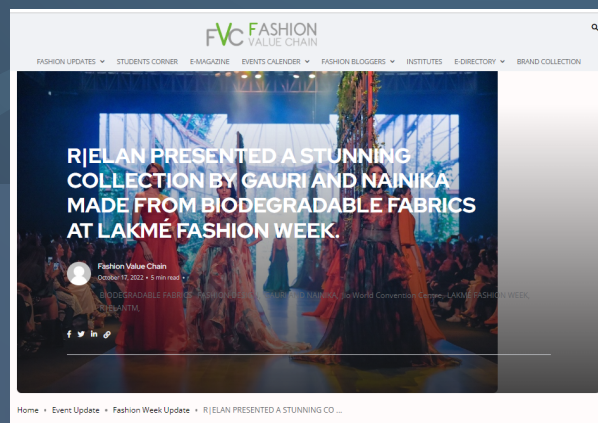
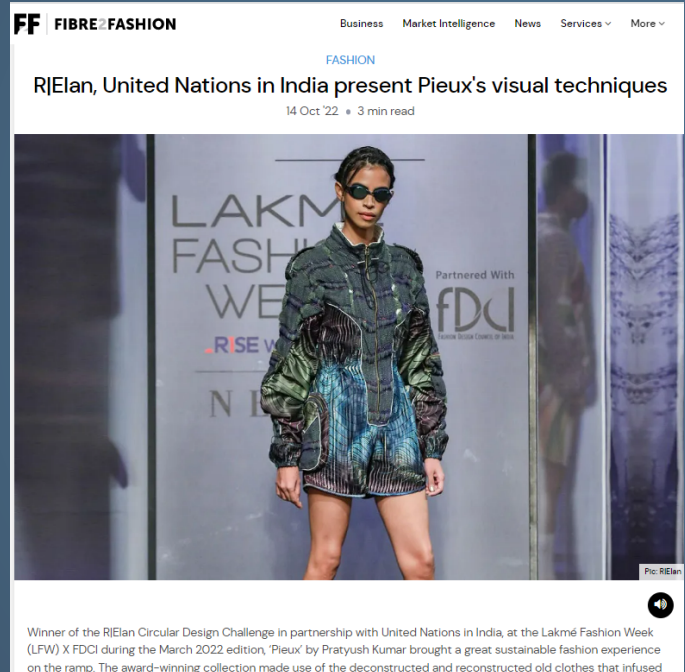
The installation drew the attention of passing visitors, who clicked pictures of themselves with our photo booth as a backdrop and tagged us on Instagram, which we shared on our IG stories.



# MAKING THE HEADLINES WITH OUR Magnificent Performances AT LFW AND CDC WITH OUR RANGE OF SUSTAINABLE FABRICS



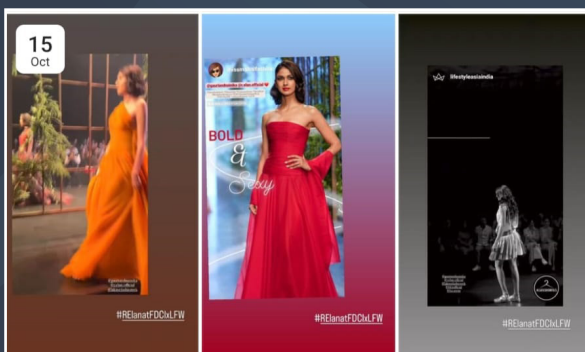
The guests present at the event extensively covered R|Elan™'s involvement in Circular Design Challenge and LFW, by tagging us in their Instagram stories and posts while offering their opinions, ideas, photographs and videos.



We also got immense exposure from other brands who tagged us on social media, such as Lakme Fashion Week, FDCI, the United Nations, UNEP, missmalinifashion, lifestyleasiaindia, idivaofficial, thevofashion, and thedesignersclass. Several news articles talking about our valuable contribution were also published across a

number of prestigious magazines, including ianslife.in, fashionvaluechain.com, fibre2fashion.com, etc. All of these emphasised the significance of sustainable fashion and how we have made significant advancements in it with our cutting-edge, ever evolving and sustainable range of fabrics.

Additionally, to make the best out of the occasion, we re-shared all these stories, posts & articles on our social media channel to maximize reach and spread awareness amongst our audiences about the significance of sustainability in fashion.



# SPREADING AWARENESS AND INSPIRING MILLIONS WITH OUR Spectacular Performance AT LFW



**36.3<sub>M+</sub>**

People reached  
on social media



**9.1<sub>L+</sub>**

Users interacted  
with the content on  
social media



**1.7<sub>M+</sub>**

Total views  
generated on  
social media



**13**

Reshares  
on social media



**155**

Total entries  
received  
for contest

