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## The fabric of the Future meets High Couture, making the fashion of tomorrow possible today.

Mr. Valaya has long been Royalty on the Indian fashion scene and this year he unveiled his latest collection:

R|Elan™ X JJV Kapurthala #RegalConscience at the R|Elan™ @ LFW X FDCI showcase.

This latest collection is a homage to a bygone era of opulence and global influences blended into a modern statement.

Inspired by the travelogues of the illustrious Maharaja Jagatjit Singh of Kapurthala, this bridge-to-luxury collection speaks to the discerning traveller who believes in celebrating in style albeit without the burden of heavy embellishments. Delving into the Maharaja's personal diaries and rare photographs, JJV wove narratives of a ruler who transcended borders, bringing cultures together in a symphony of elegance and grace.

Partnering with R|Elan™, JJV embraces eco-friendly fabrics like R|Elan™ GreenGold, crafted from recycled PET bottles, and innovative technologies such as R|Elan™ Kooltex, ensuring functionality, style and sustainability. From reducing waste to enhancing garment performance, JJV seamlessly integrates ethical practices into its design ethos.

JJ's conscientious design ethos lends itself seamlessly with the the sustainability, performance enhancing and earth friendly offering from R|Elan's Fabric Of The Future.





# R|Elan™ X JJ Valaya Showcase: A SMASH HIT ON THE RUNWAY!

R|Elan™ X JJV Kapurthala showcase was a runway success on the 2<sup>nd</sup> day of Lakmé Fashion week, Spring 2024.

The discerning audience enjoyed the show very much and were regaled with the high quality craftsmanship of the designer married to the allure of R|Elan™ engineered fabrics.

The backdrop displayed sepia toned photographs from the Maharaja of Kapurthala's travel diary and there was a live musician crooning popular Bollywood numbers to set the pace of the show.

The models looked graceful and regal, showcasing masterpieces from the collection, specially commissioned R|Elan™ fabrics really sealed the deal!

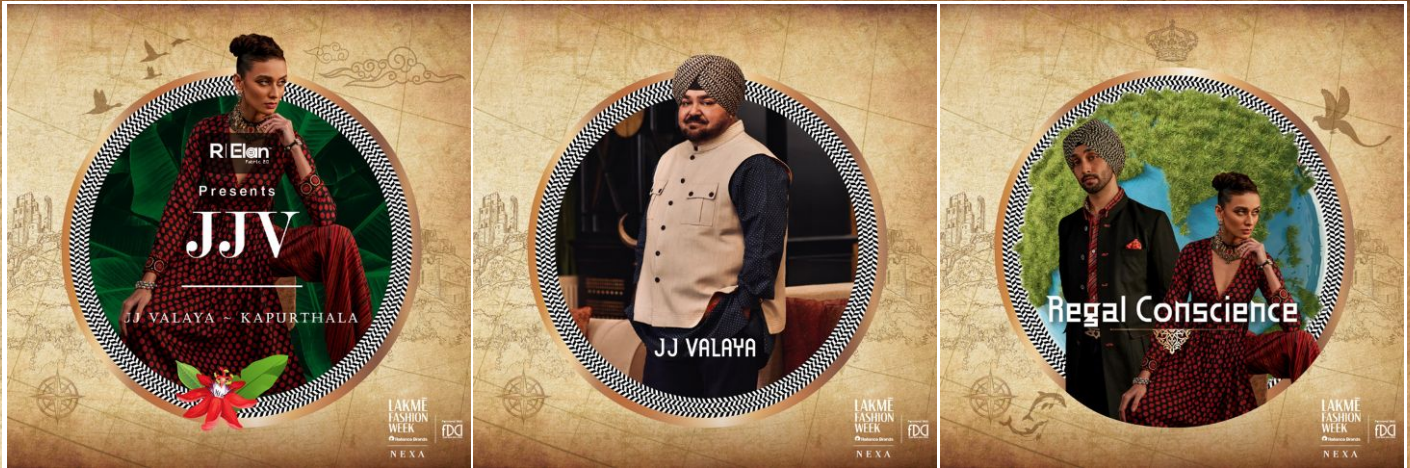


**JJ Valaya had chosen the following fabrics for his show:**

**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.

**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 micro-channels 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





## Riding the power of Social Media

R|Elan™ unveiled the theme and announced the name of our collaborating designer for our 12<sup>th</sup> season of R|Elan™ @ LFW X FDCI, through our social media pages.

We created a beautiful 3-image grid from some photographs of JJV's marvellous Kapurthala collection and we were able to create quite a hype for the upcoming show. Our theme this year was R|Elan™ X JJV Kapurthala #RegalConscience.

Next we created another 3 image grid proudly introducing Mr. JJ Valaya and his theme: JJV Kapurthala.

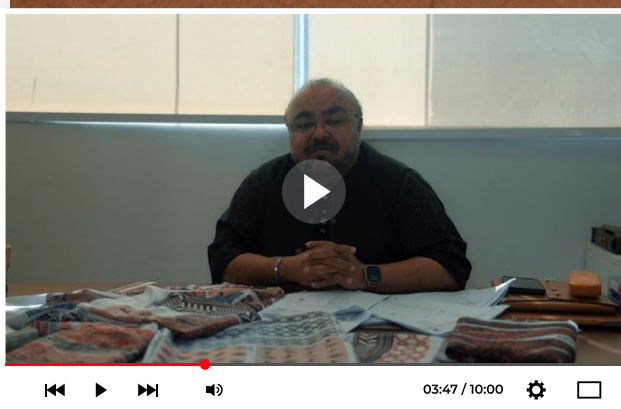
This year we conducted 2 immersive contests for our social media patrons.

In the first contest, we asked peeps on our social media pages to go through the rest of our feed and tell us which two fabrics are being used in the R|Elan™ X JJV. Kapurthala collection.

Winners would win R|Elan™ X JJV. Kapurthala merchandise!

In the next contest we asked our social media patrons to go through our page and look for posts about R|Elan™ Kooltex, R|Elan™ AirTherm & R|Elan™ AllClima and tell us what those fabrics do and 3 people would win designer goodies from us!

Apart from all the exciting prizes that were up for grabs,



We also conducted a Q&A session with Mr. Valaya. JJ was his usual engaging self and answered questions related to his vision of the latest collection, design and the usage of sustainable fabrics and their unique features. He also spoke about R|Elan™ Kooltex & R|Elan™ GreenGold and his experience in collaborating with R|Elan™.

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.



# Exclusive Giveaways for the Contest Winners.

This year we had these amazing Table Runners designed specially by Mr. JJ Valaya using R|Elan™ GreenGold fabric. The fabric was specially crafted in signature prints from the collection showcased at the LFW on the runway.

110 pieces were commissioned and crafted for special attendees from the media and influencers, honoured guests and dignitaries. These Table Runners will also be given as Designer Giveaways for contest winners on our social media contests.



## R|Elan™ pledge to sustainable style

For our 12<sup>th</sup> season of R|Elan™ @ LFW X FDCI we had put together a fabric Lounge at the Lakmé Fashion show venue.

We displayed raw materials like PET bottles and waste materials that are recycled to make our eco friendly fabrics like R|Elan™ GreenGold that is crafted from 100% recycled PET bottles and R|Elan™ Kooltex that keeps the wearer cool and dry all through the day, ensuring enhanced performance and encouraging physical activities.

We had displayed outfits from our last seasons and highlighted the features of the fabrics used. Visitors to our Fabric Lounge were kept entertained by specially created videos explaining our manufacturing process and showcase.

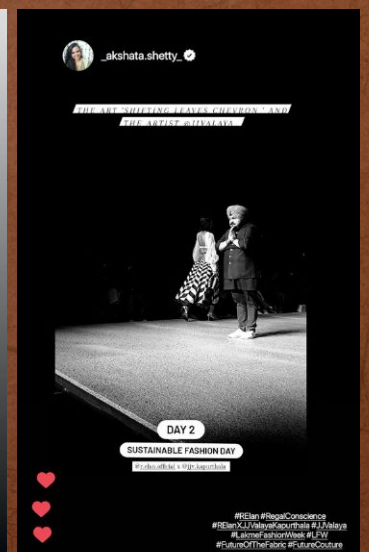
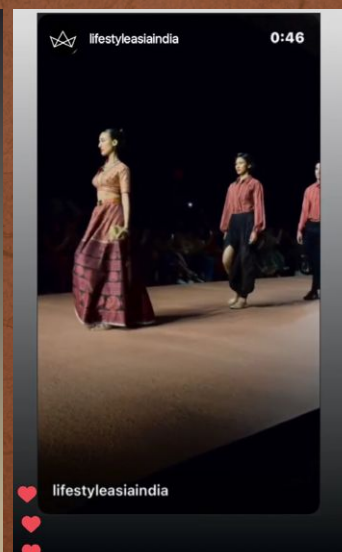
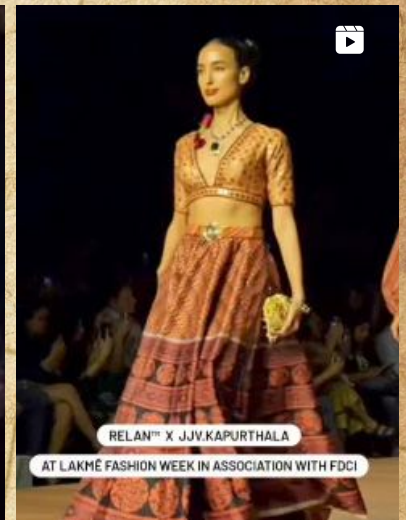
We had a lot of footfalls in our Fabric lounge and were able to demonstrate R|Elan™ as a brand our deep commitment to sustainable fashion.





# All the Media love we got!!!

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. Many influencers tagged R|Elan™ in their posts and stories. We thank them all for their love and support!





# Social Media Performance Numbers



**25.14M+**

People reached  
on social media



**28.8M+**

Impressions generated  
on social media



**50K+**

Users interacted with  
the content on social media



**6M+**

Total views generated  
on social media





# Coverage in Indian and International Media

We also received a lot of coverage in major Indian & International magazines, newspapers, television and digital media outlets, like News18, ANI News, The print, First India, MSN, IANS Live and Pune News.

## R|Elan x JJ Valaya Embrace Sustainability With Designs Made From Recycled PET Bottles | Exclusive

Reported By: [Akshata Shetty](#) • Edited By: [Shreeja Bhattacharya](#) • [News18.com](#) • Last Updated: MARCH 11, 2024, 09:52 IST • [New Delhi, India](#)



Celebrated couturier JJ Valaya to showcase his bridge-to-luxury brand JIV Kapurthala at Lakme Fashion Week x FDCI at the iconic Jio World Convention Centre in Mumbai on March 14, 2024.



Lakme Fashion Week x FDCI: In conversation with News18, JJ Valaya talks about collaborating with R|Elan™ on Sustainable Fashion Day, embracing eco-conscious fabrics made from recycled PET bottles and why the champion of the show will always be the clothes and not celebrity showstoppers.

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## R|ELAN™ And The JIV. Kapurthala Collection By JJ Valaya Brought The Sustainable Fashion Day To An End With Refined Sophistication At LAKME Fashion Week 2024

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Perfectly integrating the concept of conscious luxury, the R|Elan™ and JIV collaboration was a look that projected a bygone era of grandeur with modern influences. (Image: Instagram)

The showcase was held on Day 2 of Lakme Fashion Week in partnership with FDCI at the iconic Jio World Convention Centre

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The bridge-to-luxury line, JIV. Kapurthala by JJ Valaya was presented with a great aplomb by R|Elan™ to end the Sustainable Fashion Day yesterday evening at Lakme Fashion Week in partnership with FDCI. The event took place at Jio World Convention Centre, situated at Bandra Kurla Complex, Mumbai. Jio World Convention Centre is one of India's foremost convention & exhibition centres and a leading destination for conventions, exhibitions and social events spanning over 1 million sq. ft. Since its launch in Mar 2022, the Centre has hosted over 1300+ events and experienced a footfall over 2.5 million.

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**R|Elan partners with designer JJ Valaya for Lakme Fashion Week**

12 Mar '24 • 3 min read

**JIV JJ VALAYA - KAPURTHALA**

Picture: R|ELAN

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**ANI** South Asia's Leading Multimedia News Agency

WED, APR 03, 2024 | UPDATED 15:56 IST

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R|Elan, JJ Valaya collection at Lakme Fashion Week

**R|Elan, JJ Valaya showcase eco-friendly fabrics on Day 2 of Lakme Fashion Week**

ANI | Updated: Mar 15, 2024 17:42 IST

Mumbai (Maharashtra) [India], March 15 (ANI): Renowned fashion designer JJ Valaya showcased his latest collection from his bridge-to-luxury brand, JIV Kapurthala, on Day 2 of Lakme Fashion Week (LFW) x FDCI.