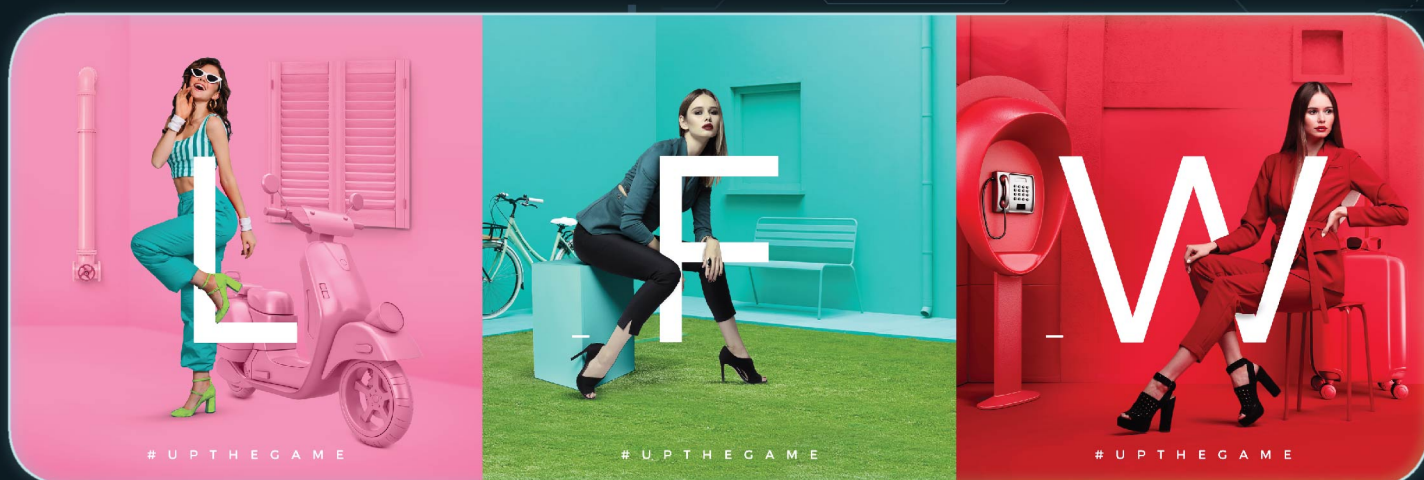


# #UPTHEGAME AT LFW WITH R | ELAN™



R|Elan™ took a giant step towards fulfilling its vision of a sustainable yet fashionable future at LFW 2019. While on one end we collaborated with one of the biggest designers in India, on the other end we championed the conversation around circular economy and design and celebrated the minds who make this possible. Here's a sneak peek of all that went down at this season's LFW.



Raja Kumari



Krunal Pandya

# FLUX BY AMIT AGGARWAL FEAT. R|ELAN™



Amit Aggarwal (Middle), Lisa Haydon (Left) and Hardik Pandya (Right)

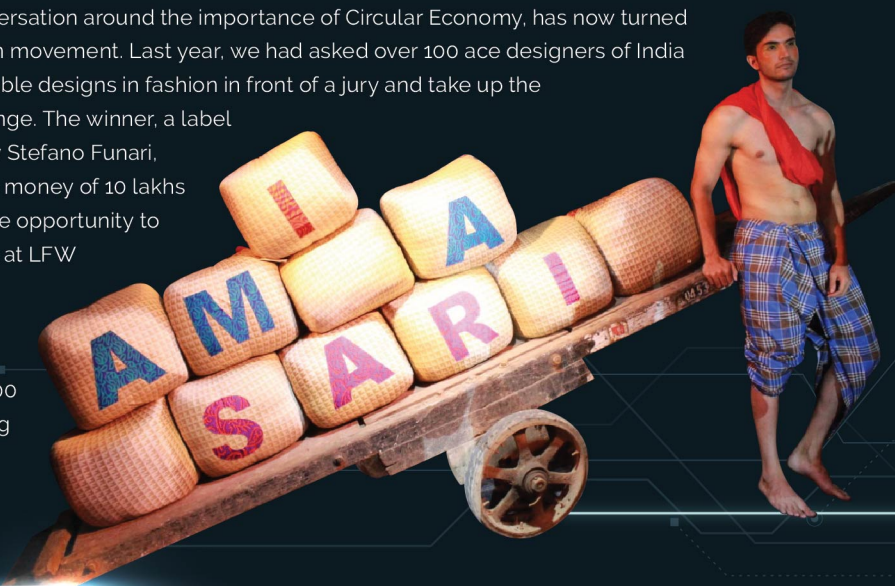


Ace designer Amit Aggarwal showcased his collection 'Flux' created with R|Elan™ FreeFlow. The collection was heavily experimental with never seen before silhouettes, cuts and dynamism. Hardik Pandya and Lisa Haydon sported this look created with recycled polymers as they walked down the ramp as the showstoppers of the event.



# R|ELAN™ CIRCULAR DESIGN CHALLENGE ENTERS ITS LAST LEG

What started as a conversation around the importance of Circular Economy, has now turned into a full blown fashion movement. Last year, we had asked over 100 ace designers of India to submit their sustainable designs in fashion in front of a jury and take up the #CircularDesignChallenge. The winner, a label called I WAS A SARI, by Stefano Funari, walked away with prize money of 10 lakhs and a once-in-a-lifetime opportunity to showcase his creations at LFW 2019. A team of 85 women artisans tirelessly wove their magic across over 72000 hours to create stunning eco- friendly products that took the spotlight on the ramp.



# R|ELAN™ WELCOMES THE CIRCULAR CHANGE MAKERS



Ann Runnel



Fidal Kumar



Shikha Shah

Day 2 at LFW was celebrated as the Sustainability Day. R|Elan™ along with Unit Nations and Circular Apparel Innovation Factory introduced #CircularChangemakers. Circular Changemakers was India's first investment readiness program for Circular & Sustainable fashion startups. Under this program, 6 innovative businesses with high impact model in sustainability pitched for strategic investments and partnerships to a jury of investors. These 6 startups were shortlisted from 72 applications received from 21 cities across the country.



Shriyansh Bhandari



Kristin Kagestu



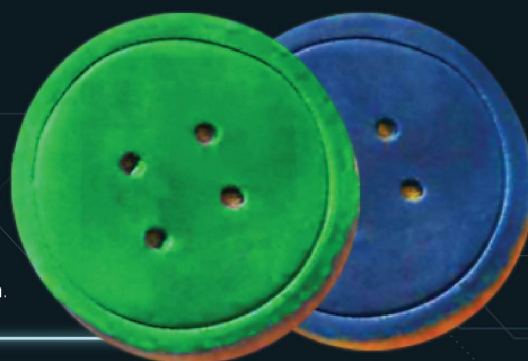
Ganesh Subramanian

## BEHIND THE SCENES WITH R|ELAN™ INSIDER



## AND FOR THE FIRST TIME, AN R|ELAN™ COOKIE!

R|Elan™ button cookies added a sweet touch to the celebration of fashion.



**16 MILLION** PEOPLE REACHED  
ACROSS OUR DIGITAL CHANNELS



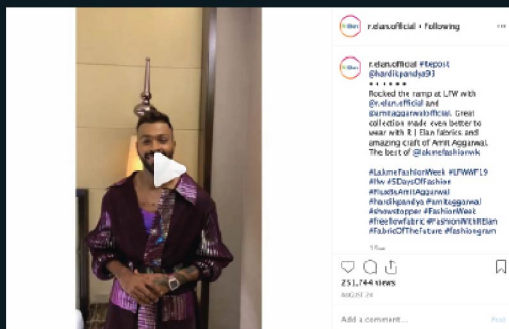
**64000** TOTAL PROFILE  
VISITS ON INSTAGRAM

**46.71** MILLION  
IMPRESSIONS

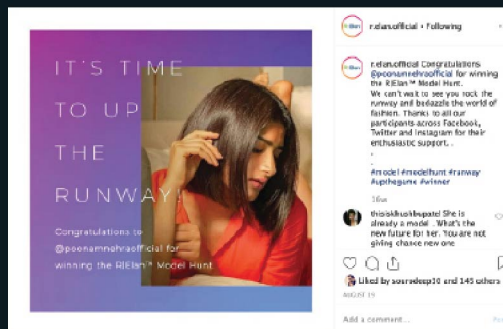
**1.6** MILLION  
IMPRESSIONS  
ON TWITTER



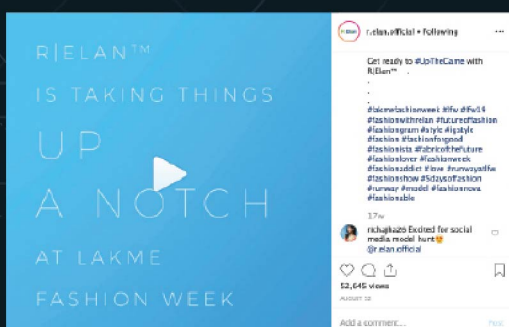
**6 MILLION**  
VIEWS ON THE COLLECTION'S  
TEASER & CONCEPT VIDEOS  
AND THE HIGHLIGHT VIDEOS  
FROM THE SHOW



FIRST EVER  
SOCIAL MEDIA  
**MODEL HUNT**  
GENERATED  
**2 MILLION+** IMPRESSIONS.



**'UP THE GAME'**  
VIDEO INTRODUCING THEME  
OF R | ELAN™ AT LFW GENERATED  
**2.2 MILLION+** IMPRESSIONS.



THE SHOWSTOPPER IMAGES  
OF **HARDIK PANDYA** AND  
**LISA HAYDON** EACH REACHED  
**3 MILLION+** USERS  
ON SOCIAL MEDIA.

