

# R|ELAN™ IN A RESPONSIBLE COLLABORATION WITH FOREST ESSENTIALS

R|Elan™ recycling empty bottles and jars



**Social Media announcement of the collaboration**

R|Elan™, our innovative brand of smart fabrics had announced a collaboration with Forest Essentials, the Ayurveda-based skincare and perfume brand in September 2020 to recycle plastic waste packaging and reduce its environmental impact.

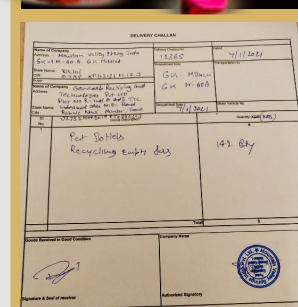
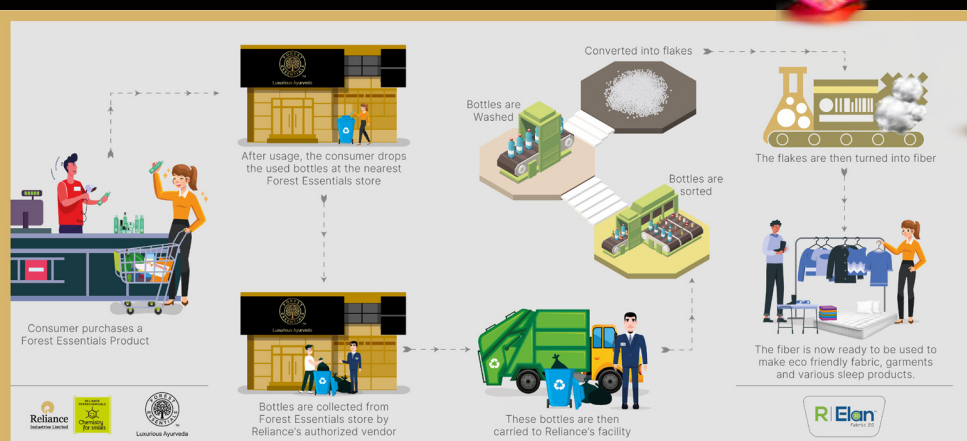
As part of the collaboration, Forest Essentials has already created collection facilities at its stores across the country. Customers drop empty jars and bottles into these facilities via an empties collection and reward programme.

The R|Elan™ recyclable collection team has been following a process of collecting the empty jars and bottles from the Forest Essentials outlets, bring them to central locations for cleaning and then process them into fibres. These fibres are being made into fabrics for apparel, bags and other applications.

Working towards a sustainable future requires many more collaborations like these.



**Forest Essentials products in recyclable plastic jars and bottles**



**Receipt indicating collection of empty jars and bottles**



## R|Elan™ declares winner of the first ever 'EarthTee Canvas' challenge on World Earth Day 2021

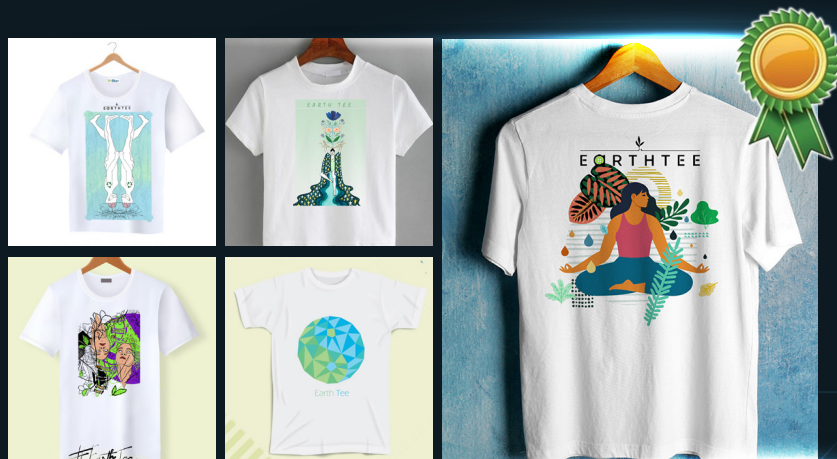
*"A thought-provoking concept that offers a fresh new perspective" - Shyma Shetty, Co-founder - HUEN, sharing her thoughts on R|Elan™ Earth Tee Canvas initiative.*



R|Elan™'s own IP The #EarthTee has been fueled with new inspiration through the pandemic. With the launch of the #EarthTeeCanvas challenge in 2020, R|Elan™ official social media handles put out a call for entries for people to treat the next Tee as their own personal canvas and submit their vision for EarthTee 3 by creating a design inspired by health, wellbeing and sustainability as way for the future of fashion. Over the course of the next few months, 21 unique designs were received for the next EarthTee. In partnership with RISE worldwide and Lakme Fashion Week, an esteemed jury panel came together to evaluate the next winner. Jury members like Shyma Shetty- Co-founder HUEN; Aditi Mayer, Sustainable Fashion Advocate & Photojournalist and Rahul Vijay – Senior Fashion Editor for Tata Cliq Luxury appreciated this initiative to include the sustainability vision from people at large as the face of the next EarthTee.



All 3 jury members agreed that the winning #EarthTee 3 design will stand for the future of fashion. In conjunction with jury points and social media votes received on R|Elan™ and LFW channels, participant Samir Gokhale's entry was declared to be the winner of the next EarthTee on the occasion of World Earth Day – April 22nd 2021



*"The meditative figure at the heart of the design represents humanity as it channels its best towards health, surrounded by elements of nature depicting the deep relationship of our wellbeing with earth. The composition envisions a peaceful coexistence between humans, health and earth. The colors have been borrowed from nature, aiming to soothe its impact on the senses." – EarthTee Canvas Winner Samir Gokhale on his winning design concept.*

*EarthTee 3 would be made with R|Elan™ GreenGold fabric - made from 100% post-consumer use PET bottles.*



## TAKE IT EASY WITH R|ELAN™

April being Stress Awareness Month gave R|Elan™ an opportunity to start a conversation around wellbeing while integrating fabric properties like comfort, ease and light weight. The official social media handles partnered with influencers to show how easy, comfortable fashion can help us remain stress-free even in a difficult year. Each influencer was gifted a belt bag and a mask from R|Elan™ X Payal Singhal's collection 'Kismet' unveiled at Lakme Fashion Week to depict in their individual narrative.

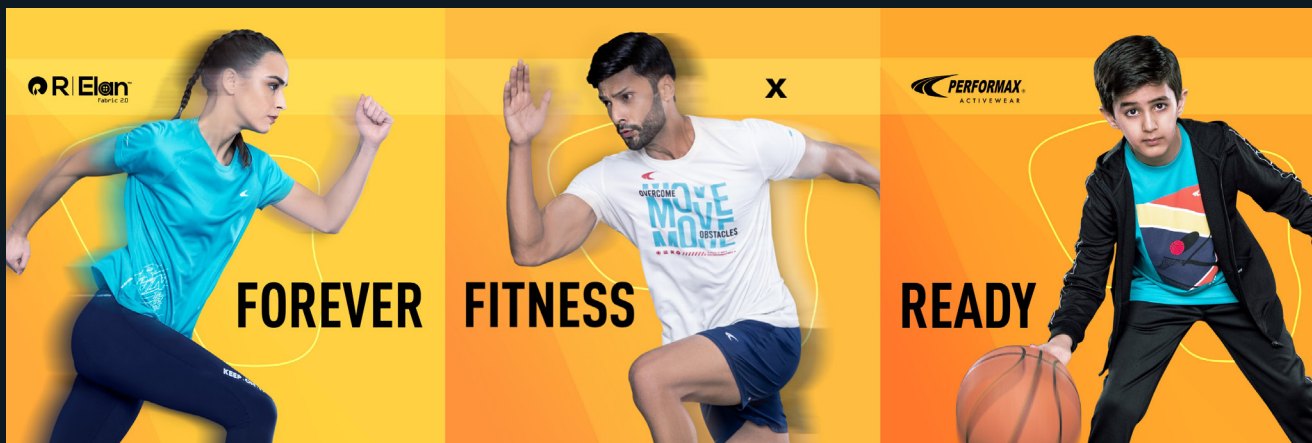
The campaign reached **10.2 M+** people and generated **10.3 M+** impressions on social media and strengthened the brand's voice in meaningful applications of fabrics in fashion.



## R|ELAN™ X PERFORMAX

A social media campaign in association with our brand partner Performax activewear was launched to create visibility of the Performax activewear range and drive traffic to their website for the newly launched Spring Summer 2021 collection powered by R|Elan™ Kooltex fabric.

The results indicate a well-planned and executed campaign – it reached **2.4M+** people through social media and generated **2.5M+** impressions, leading to **18.8K+** social engagements and a website traffic of 2.5K+ link clicks.





## SMART FABRICS ARE GETTING SMARTER

R|Elan™, the smart fabrics have already become well-known in the market through the wide range of smart apparel that they are enabling through reputed consumer brands.

Now, they are evolving to the next level – of sustainability and performance. The brand has now launched a range of blended fabrics that bring together the best of both sustainability and hi-performance.

These blends would incorporate eco-friendly features of GreenGold, as well as the hyper-functionality of fabrics like Kooltex, FeelFresh and AllClima such as advanced moisture management or long-duration odour control or all-year comfort, to ensure that consumers derive the benefit of the smartest apparel that anyone can offer.

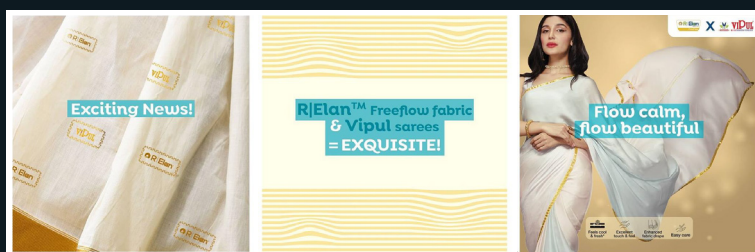


## R|Elan™ FreeFlow Lends Wings to Vipul Sarees

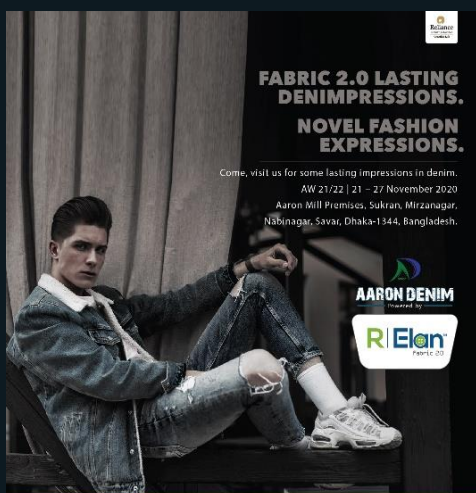
R|Elan™ fabrics took a big step to increase its access to a larger section of the society through its latest collaboration – with established saree market leader, Vipul Sarees.

Vipul Sarees has launched a new range of Sarees made from R|Elan™ FreeFlow fabric with elegant fabric drape and amazing handfeel properties, along with the added benefit of keeping the wearer feeling cool and fresh. Now, this is a benefit that came as good news to Indian women during the summer season.

A co-marketing campaign was created for Vipul Sarees 'powered by R|Elan™ FreeFlow' to amplify the benefits of the 'smart sarees' through packaging and social media. While the packaging elements included a special pack, stickers and inserts; the social media communication comprised of posts and stories.



## DENIM COMES ALIVE AT AARON WITH R|Elan™



R|Elan™ partnered Aaron Denim, one of the leading denim mills in Bangladesh in an activity that showcased the latest developments and innovations in denim fabric.

Aaron Denim conducted a unique event called the Denim Mill Week to highlight the advantages of denim. Being a close partner of R|Elan™ through its Hub Excellence Programme (HEP), Aaron offered R|Elan™ a platform to showcase the wide range of denim fabrics it can offer along with details of their applications.

This innovative one-week event attracted footfalls from various markets across Bangladesh and offered customers an opportunity to view and understand the vista of opportunities available to them through R|Elan™'s denim fabrics. Needless to say, this event helped open up potential business opportunities as well as requests for samples from leading international denim brands.







## R|Elan™ CELEBRATES FESTIVALS AND IMPORTANT DAYS WITH CONSUMERS

Given the adverse situation prevailing across the world and country, R|Elan™ reached out to its audiences on an optimistic note by connecting with them on festive occasions and on important days.

In this regard, R|Elan™ developed special mailers to convey festive greetings to its audience through its integral brand device, the button. Creative greeting mailers were developed first for the joyous harvest festivals of Sankranti and Lohri.

A patriotic mailer brought alive the spirit of Republic Day, while cheerful greetings for Gudi Padwa, Baisakhi and Ugadi ushered in a positive new year in their respective regions.

As an ambassador of sustainability, R|Elan™ also conveyed a short and sweet optimistic message to audiences to celebrate Earth Day 2021.

