



## R|ELAN™ 'LOVE STORIES FOR THE EARTH' GIVES A BOOST TO SUSTAINABLE FASHION AT FDCI X LAKMÉ FASHION WEEK

R|Elan™ collaborated with Abraham & Thakore to present their new collection of sustainable fashion, 'Assemble. Disassemble. Reassemble.' which was promoted as 'Love Stories For The Earth' at the recently concluded FDCI X Lakmé Fashion Week.

With the graceful Dia Mirza as the showstopper, this wonderful collection of Indian & Western silhouettes showcased a mindful, sustainable line of apparel that blended tradition with technology and New Age materials in a contemporary, stylish format. More interesting

is the fact that this versatile and trendy collection was entirely crafted with

R|Elan™ GreenGold, a nex-gen eco-friendly fabric made

with 100% recycled

post-consumer

waste PET bottles.

love  
#Stories  
ForTheEarth



# R|Elan™ GreenGold's eco-fashion credentials impress at the Abraham & Thakore show at FDCI X LFW

Marrying high couture & sustainability is now a given for R|Elan™ - the fabric of the future. Abraham & Thakore's new sustainable fashion collection 'Assemble. Disassemble. Reassemble.' brought to life with R|Elan™ GreenGold was a great success at FDCI X LFW.

Inspired by India's ancient tradition of recycling and upcycling of textiles, this collection was made using traditional Indian techniques like patchwork, hand stitching, quilting and featured stylish, modern, ready-to-wear options, suitable for work & evening wear. Tunics, pants, wrap skirts and dresses vied for attention with kimono inspired jackets, and cleverly constructed saris. A small selection of evening wear repurposed discarded PET sheets into hand-embroidered sequins.

Showstopper Dia Mirza's ensemble comprised of a beautiful abstract patchwork kantha stitch and quilted long Kaftan which was further repurposed with leftover fabrics from the other clothes.

Even the colour palette of the collection was suitably aligned to R|Elan™ GreenGold's eco-fashion credentials as shades of burgundy, red, wine, coffee and olive were teamed with classic black and white.



DIA MIRZA





“  
‘Work like this will  
keep my son’s future  
safe’  
”

- Dia Mirza, Showstopper  
FDCI X Lakme Fashion Week 2021

Commenting on the R|Elan™ X Abraham & Thakore collection, Dia Mirza said, 'I can't tell you how difficult it is for me to tear myself away from my infant son.

But it is work like this that pulls me.

I also know it is work like this that will  
keep my son's future safe'.

‘Combining sustainability and style, the  
collection enhances key aspects of R|Elan™

Commenting on this collaboration with Abraham & Thakore, Gunjan Sharma, CMO - Polyester Business, Reliance Industries Ltd, said, 'The collection by Abraham & Thakore magnificently combines sustainability and style, and it enhances key aspects of our fabric of the future, R|Elan™. The collection showcases excellent efforts in different ways to create fashion using practices that are sustainable and mindful. Ensembles like these, drive us at Reliance to stretch the limits and bring out new technologies that are more sustainable and eco-friendly.'



GUNJAN SHARMA



# R|Elan™ adds to the sustainable fashion repertoire with Bandit

R|Elan™ 'Fashion For Earth' in partnership with United Nations in India and United Nations Environment Programme - presented Bandit, the winner of Circular Design Challenge 3.0 at the FDCI x Lakmé Fashion Week in October 2021.

'The Shourai Collection', meaning 'The Future', revealed how new designs and materials will be the mainstay of the future – in complete sync with R|Elan™ being the fabric of the future. Helmed by Satyajit Vetoskar, the collection showcased duffels, backpacks & cross body bags made from repurposed ruined flex and a jewellery line and fountain pens dreamt up from aircraft aluminium.

Designed on the foundation of the 'Circular Economy' model, Bandit products ensure less wastage of material and resources.

The Circular Design Challenge is India's biggest sustainable fashion award and is a platform for young fashion/accessory designers and entrepreneurs to showcase and be awarded for their innovative ideas in sustainable fashion.







# Social Media's Love #Stories For The Earth for R|Elan™

To create buzz for the R|Elan™ X Abraham & Thakore sustainable fashion show at FDCI X LFW, a special contest was conducted on social media.

Three earthy colours – coffee, olive and red – were selected from the collection. Participants were asked to style their #LoveStoriesForTheEarth in the form of fashionable looks in any or all of these colours.

This interesting contest reached a large number of social media users and drew in good engagement as well as some serious participation. Eventually, four winners were selected and awarded a special fashion accessory designed by Abraham & Thakore.

1.2 M+



USERS  
REACHED

1.3 M+



TOTAL  
IMPRESSIONS

4.4 K+



ENGAGEMENT

40



ENTRIES  
RECEIVED

## Winners



@reshma.k4321



@sharmadolly926



@veenasubramanyam



@avantikagandhi





## Social Media showcases R|Elan™ GreenGold-based accessories designed by **ABRAHAM & THAKORE**



In the wake of the tremendously successful R|Elan™ X Abraham & Thakore show at FDCI X LFW, there was another surprise for fans – the specially designed EcoPouch.

This eco-friendly fashion accessory, designed by Abraham & Thakore is made from R|Elan™ GreenGold, and is fashionable as well as practical for everyday use.

It was promoted through social media with a micro-influencer activity, #MyEcoPouch. Influencers promoted the fashion accessory through an unboxing video, followed by an on-the-go photo.



# R|Elan™'s 'Love Stories For The Earth' drew in a huge audience

The R|Elan™ X Abraham & Thakore sustainable fashion show promoted as 'Love Stories For The Earth' at FDCI X LFW drew in a truly large audience as it showcased a stunning collection of eco-fashion apparel. This shows how the audience for sustainable fashion is on the rise.

7.4<sub>M+</sub>



USERS  
REACHED

8.1<sub>M+</sub>



TOTAL  
IMPRESSIONS

460<sub>K+</sub>



VIDEO VIEWS

890<sub>K+</sub>



USERS  
REACHED

960<sub>K+</sub>



TOTAL  
IMPRESSIONS

35<sub>K+</sub>



VIDEO VIEWS

## Circular Design Challenge 3.0 winner Bandit gets a big thumbs up

As Bandit featured 'The Shourai Collection' at FDCI X LFW, there was a large audience watching it. This proved once again how sustainable fashion is winning more fans in recent times.



# R|Elan™ EcoGold with CiCLO®

Within the sustainability product category of R|Elan™, a new product introduced is R|Elan™ EcoGold with CiCLO®. One of the most environment friendly fabrics, it enables sustainable fashion across different applications. This innovative fabric helps to reduce the impact of unrecycled textiles on the environment. With this product, eco-fashion is now moving to the next level.



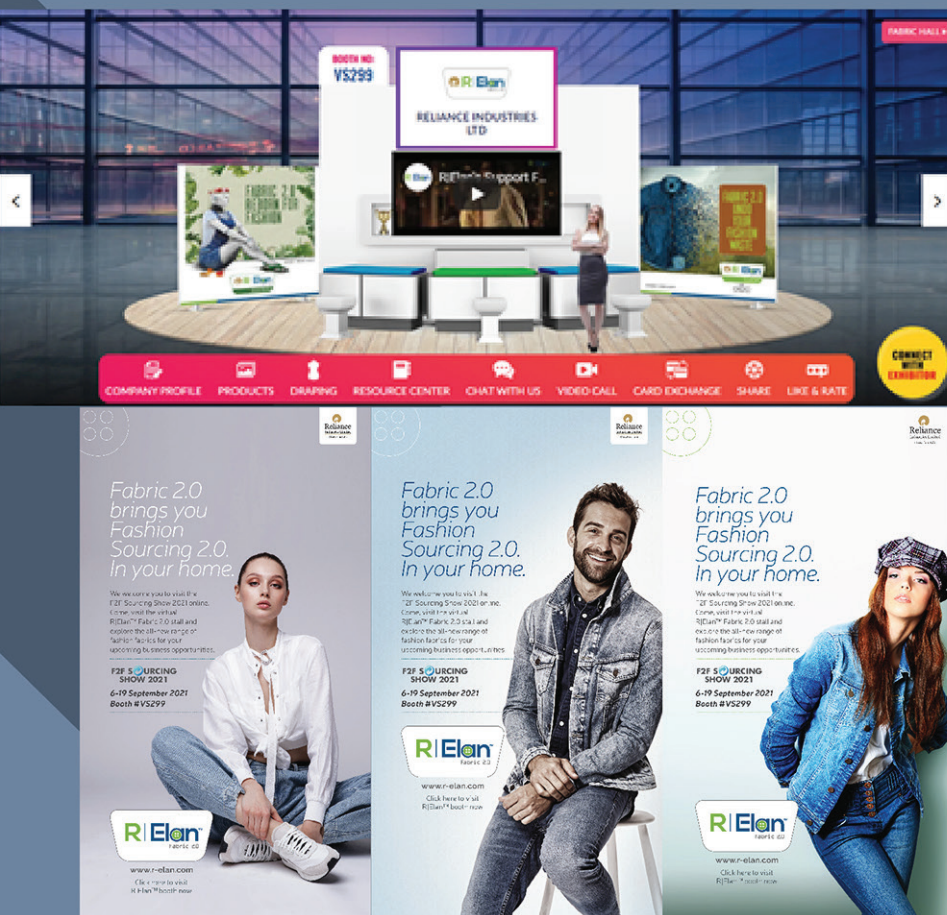
# R|Elan™ GreenGold Ecocean

A new product under our sustainability category is also R|Elan™ GreenGold Ecocean fabric made from recycling 100, used ocean bound PET bottles. These PET bottles are collected within 50 kms of the ocean coastline, cleaned and processed into high quality fibres to manufacture R|Elan™ GreenGold Ecocean fabric for various fashion apparel.





# F2F Sourcing Show 2021



R|Elan™ continued to connect with the value chain leveraging the power of digital media by participating as well as being one of the sponsors at F2F Sourcing Show 2021. Across 3 weeks, we had 750+ unique visitors coming to our booth. These have also led to multiple enquiries and sample requests from customers for our products.

Our booth and samples were also promoted by F2F across their social media handles on Facebook, LinkedIn etc.

## EarthTee 3

EarthTee 3 campaign is a symbolic gesture of empathy for the planet driven by creativity and innovation from R|Elan™ in collaboration with Lakme Fashion Week. This year too it stands for hope and togetherness, humanity & empathy for each other and the planet. The EarthTee 3 was unveiled on World Humanitarian Day – 18th August 2021. It has been designed by Samir Gokhale, the winner of #EarthTee Canvas contest.

This is a symbol for a safer, healthier and sustainable planet. It is made from R|Elan™ GreenGold - recycled from 100% post-consumer PET bottles, minimizing impact on the environment.

