

THE #EARTHTEE, THE 'TEE WITH A CONSCIENCE' CREATED IN PARTNERSHIP WITH IMG RELIANCE AND ANITA DONGRE, TAKES THE FASHION INDUSTRY BY STORM

With India officially hosting World Environment Day this year, the Indian fashion industry witnessed a large, consolidated effort towards sustainability rarely seen before. R | Elan™ came forward with a pioneering earth-positive idea – an exclusively designed, eco-friendly T-shirt called the 'Earth Tee'. Hailed as 'The Tee with a Conscience', the Earth Tee is high on fashion as well as environment quotient.

THE STORY OF THE EARTHTEE: BROUGHT ALIVE WITH R|ELAN GREENGOLD FABRIC

Along with a phenomenal brand launch in association with designer Anita Dongre at Lakme Fashion Week earlier this year, R | Elan™ also collected over 25,000 PET bottles at the event, and converted it into GreenGold fabric, made by recycling the collected bottles using renewable energy.



The #EarthTee design, created with eco-friendly GreenGold fabric



UN Environment Goodwill Ambassador Dia Mirza sports the #EarthTee with designer Anita Dongre



R|Elan™ collected 25,000 PET bottles at Lakme Fashion Week SR'18 earlier this year

Anita Dongre, who runs the sustainable label Grassroot by Anita Dongre, added her own touch to the T-shirts, which are created using environment-friendly, waterless printing techniques.

"This year, the theme for World Environment Day is 'Beat Plastic Pollution' and we found a lovely way to do this by recycling used plastic bottles and make T-shirts! I feel it's time we realise the need to make conscious, eco-friendly decisions and take small steps towards sustainable living," said the designer.



THE #EARTHTEE ENSEMBLE COMES COMPLETE WITH RECYCLED PAPER PACKAGING AND PLANTABLE SEED PAPER TAGS

CELEBRITIES, FASHIONISTAS AND INDUSTRY LEADERS ALIKE SHOWCASED THEIR EXCLUSIVE #EARTHTEE MADE WITH R|ELAN™ GREENGOLD, ONLINE ON WORLD ENVIRONMENT DAY



Indian Cricketer Hardik Pandya sports the #EarthTee on social media



Jaspreet Chandok, Vice President and Head of Fashion, IMG Reliance



Gul Panag



Yami Gautam



Kalki Koechlin



Soha Ali Khan



Mira Kapoor



Yuri Afanasiev, UN Resident Coordinator and UNDP Resident Representative in India



Kriti Sanon



Mehernaaz Dhondy,
Editor, Grazia India



Vogue India

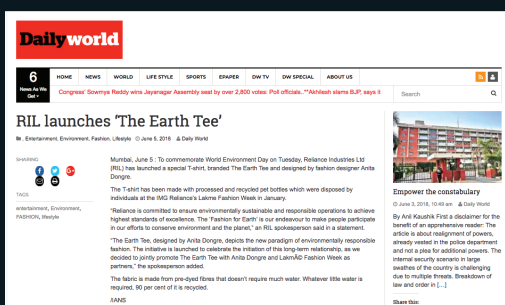
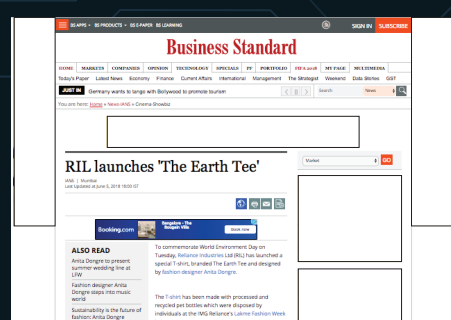
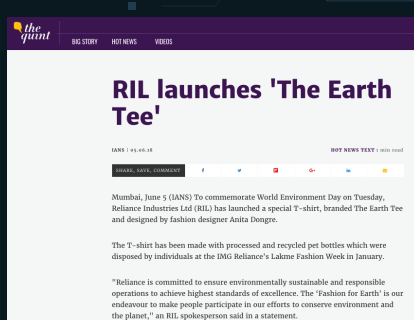


Karisma Kapoor



Malaika Arora Khan

R|ELAN™ MADE WAVES WITH THE 'THE EARTH TEE', MARRYING FASHION AND SUSTAINABILITY UNLIKE EVER BEFORE



The #EarthTee made the Bombay Times front page on 5th June

10+ websites such as Indian Express, The Quint and Business Standard shared articles about the #EarthTee online

THE HASHTAG #EARTHTEE TRENDED ON TWITTER ON 5TH JUNE FOR 24 HOURS, GARNERING 15.5 + MILLION IMPRESSIONS

India trends

#EarthTee

Tee With A Conscience launched by R|Elan, Anita Dongre & IMG Reliance

Promoted by R | Elan

1 #WorldEnvironmentDay

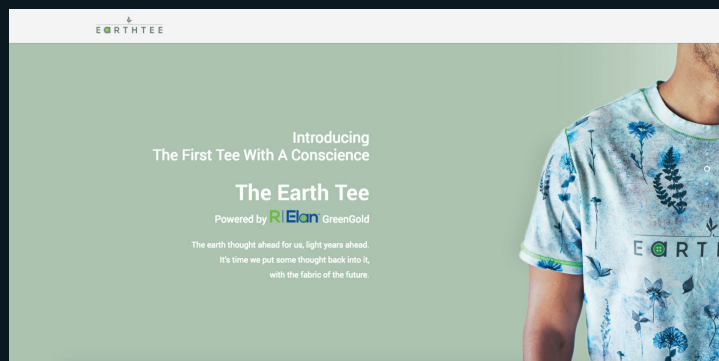
87.1K Tweets

@ranveerbar, @NelsonMandela and 3 more are Tweeting about this

THE #EARTHTEE LAUNCH VIDEOS SHOWCASED R|ELAN™ GREENGOLD AND RECEIVED MORE THAN 1.7 MILLION VIEWS



7000+ PEOPLE VISITED WWW.THEEARTHTEE.COM TO KNOW MORE AND SIGN UP FOR THE #EARTHTEE



THE R|ELAN™ SOCIAL MEDIA PAGES RECEIVED 13,000+ FOLLOWERS OVER 1 WEEK



11,000+



1000+



1000+

FANS, INFLUENCERS AND NGOs REACHED OUT TO R|ELAN™ TO COLLABORATE AS WELL AS BUY THE #EARTHTEE

Hi, I am an fitness & beauty blogger and I have just started with the blogging, by profession I am Investment Advisor at Aditya Birla Capital. I have previously participated in reebok unrest and many fitness related events that happens within the company.

So after an boring introduction, I would really like to say that your products are very unique and quality seems to be great, I would really like to collaborate with you guys and do the shoot with your products and even share reviews.

Hi, me and my team are an audio visual content creator for various brands and NGO'S! Basically we are a film production house based out of Ahmedabad. Also we are into photoshoots. Are you willing to create any for your brand?

Double-tap to like

Hey

How can I get one of your awesome t-shirt ?

Double-tap to like

Hello This is Nitika Gupta a social media influencer from Mumbai . I'd like to know do u collaborate with influencers to promote your brand ?



Hi !very nice collection! This is Susan and I handle the social media platforms for Mrs Earth Priyanka Khurana Goyal. Her profile can be visited at www.instagram.com/priyankakhuranaagoyal or www.facebook.com/priyankakhuranaagoyal. I am reachable at teammrsearth@gmail.com or +91 9820829784. Is there a number we can speak on for potential collaboration? Thanks



I want thi tee
Please please please



Double-tap to like

Hey! I am Pragya Pathak I am a fashion and travel blogger , and a YouTuber as well. It would be great if we collaborate. Thank you! Waiting for your response. 😊



Double-tap to like

Hello,

Could you please tell me how can I buy one of the earthtees?



Thanks

Double-tap to like

Hey, DM me if you are interested in a collaboration! :)



How can I get ths tee



Double-tap to like

For where can I these Tee's?



GO GREEN WITH R|ELAN™ GREENGOLD. GET IN TOUCH WITH US.

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