Reliance Industries Limited
Growth is Life

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R|Elan™
Fabric 2.0

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INDIA'S BIGGEST INITIATIVE IN SUSTAINABLE FASHION "CIRCULAR DESIGN CHALLENGE" BY R|ELAN™, IN PARTNERSHIP WITH 'UNITED NATIONS INDIA' AND 'LAKMÉ FASHION WEEK', NOW OPEN FOR ENTRIES!

Announced during Lakme Fashion Week in August 2018, R|Elan™ 'Fashion For Earth's' 'Circular Design Challenge', in partnership with the 'United Nations in India' and 'Lakmé Fashion Week', is now open for entries!

In its efforts to lead the fashion industry towards sustainable fashion, through the Circular Design Challenge, R|Elan™ presents all members of the fashion community an opportunity to take the benchmark higher for more meaningful fashion. The one of its kind challenge, open to all fashion/ accessory designers and entrepreneurs in India, aims to recognise environmental champions of tomorrow in the Indian fashion and textiles industry with the country's first award for sustainability.

While the Circular Design Challenge incorporates the use of circular components across the textile value chain in fashion design, it also focuses on bringing out sustainability through the application of circular-design principles and demonstrate a positive impact on the environment and on society with the use of recyclable material from diverse waste sources – including plastic.

The jury for Circular Design Challenge will consist of expert professionals and personalities working in sustainability from diverse backgrounds such as fashion, textiles, academia, technology, and media.

The registrationto participate in the challenge is open till 5th December 2018 on www.circulardesignchallenge.net

THE GRAND PRIZE

'CIRCULAR DESIGN CHALLENGE' is India's very first award for Sustainable Fashion.
The winner will recieve a Grand Prize in addiition to mentorship and a chance to showcase the entire collection at Lakmé Fashion Week August 2019.

THE JOURNEY TO THE TOP PRIZE IN SUSTAINABLE FASHION

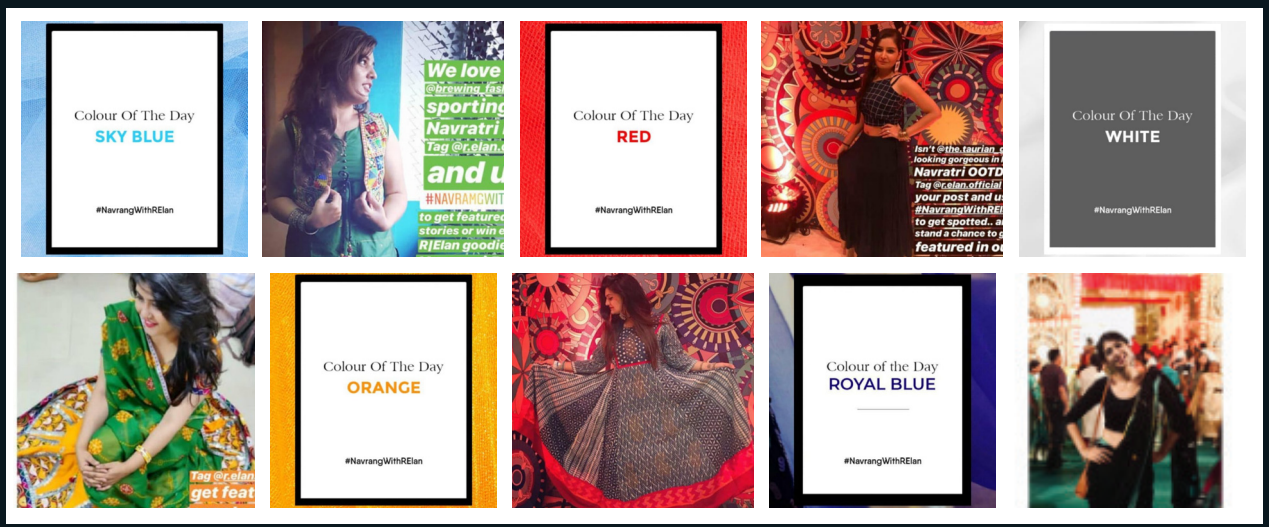
- Interested participants need to register on circulardesignchallenge.net and submit their entries with their entire package before the deadline on 5th December.
- The shortlisted applicants will showcase their collection in a final round to the jury at LFW in January 2019 during the Sustainable Fashion Day, where the jury will announce a final winner.
- The winner, with support from R|Elan™, LFW and Intellecap will have an exclusive chance to develop and showcase their collection at India's largest fashion platform, Lakmè Fashion Week A/W in August 2019.

Who can participate?

The challenge is open for all valid Indian passport holders, as individuals or as a group, with the only condition being that the lead applicant's venture/business must have no more than 8 years of professional experience.

- 24 August 2018 — CDC launched at LFW A/W 18'
- 13 November 2018 — Entries open for CDC
- 2nd week December 2018 — Deadline for CDC entries
- 3rd week December 2018 — Shortlist announced for final round of judging for CDC
- January 2019 — Final round of judging at LFW S/S 19'
- August 2019 — Winner of CDC to showcase their collection at LFW A/W 19'

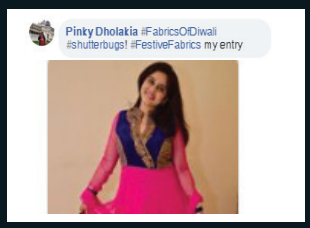
FANS EMBRACE THE COLOURS OF NAVRATRI TO CELEBRATE #NAVRANGWITHRELAN.

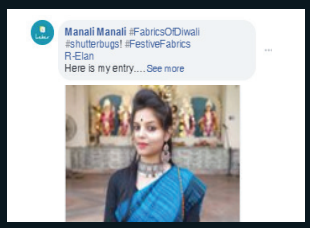


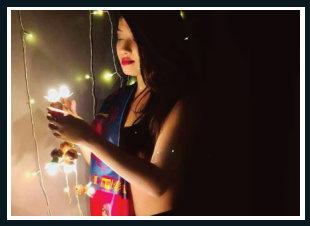
Received over 40+ Entries

R|ELAN™'S DIWALI ENGAGEMENT '#FESTIVEFABRICS PHOTOGRAPHY CONTEST' RECEIVES MORE THAN 150 STUNNING ENTRIES FROM FANS

Inspired by the hues and sparkle of festive clothes, R|Elan™ launched a photography contest asking our fans to channel the shutterbug in them and share pictures of '#FestiveFabrics'. Even with zero promotional spend, the contest received more than 150 entries across Facebook, Instagram and Twitter with fans capturing the beautiful and vibrant clothing & fabric that defines the festive season.







A selection of entries received in the #FestiveFabrics Photography Contest

R|ELAN™ & KAPPA TAKE #ONEMORESTEP TOGETHER TO LAUNCH KAPPA'S NEW COLLECTION OF WOMEN ACTIVEWEAR MADE WITH R|ELAN™ KOOLTEX

Kappa rolled out its new collection of women's activewear for the Autumn/ Winter season. The collection has been made with R|Elan™ Kooltex, which has special moisture-wicking technology to help absorb and dissipate sweat. R|Elan™ helped launch the collection with a special marketing campaign for the collection on its social media channels.

The #OneMoreStep campaign, launched with the insight that when someone embarks upon a journey towards fitness they are competing against themselves, encouraged people to wriggle out of their comfort zone and take that #OneMoreStep in the direction of fitness and a better future, in the chic new collection by Kappa, with R|Elan™ Kooltex managing the scourge of sweat.

3.3 MILLION IMPRESSIONS
on posts by R|ELAN™ Social Media, and Influencers

450K ENGAGEMENTS
on posts by R|ELAN™ Social Media, and Influencers

200K VIDEO VIEWS
on videos created by influencers for the campaign

2,388 WEBSITE CLICKS
on the Bitly link leading to the Kappa Collection on the Lifestyle Stores website.

200+ FOLLOWER
increase on Instagram on @r.elan.official

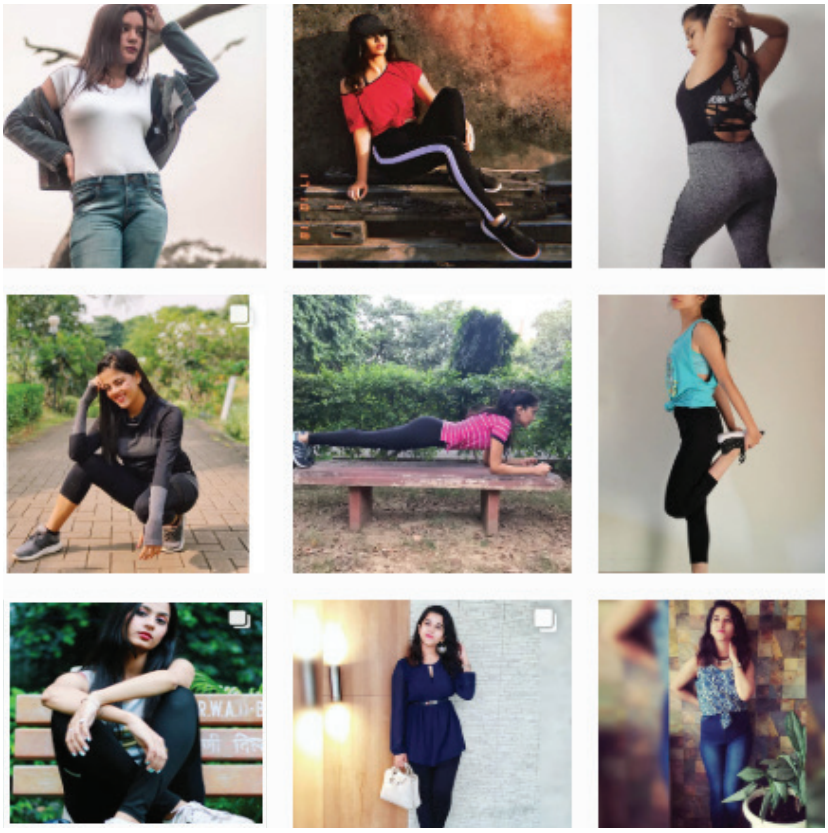
MEGA INFLUENCERS COME TOGETHER TO BRING ALIVE #ONEMORESTEP ON INSTAGRAM

The #OneMoreStep campaign was made live in partnership with five influencers on Instagram with a motivational, inspiring and determined tone of voice, showcasing women 'going beyond' in their journey toward personal fitness.

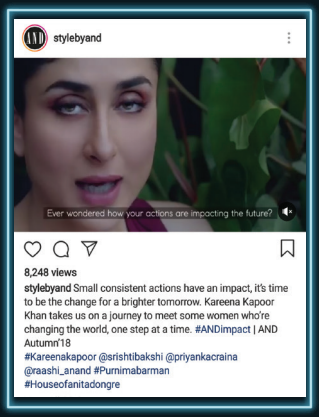
All five influencers shared multiple pictures of themselves in various outfits from the new collection, and two super-influencers even created showcase videos of the collection, featuring themselves working out in different apparels from the collection and talking about the benefit offered by R|Elan™ Kooltex. Beyond social media, the videos were played inside Lifestyle stores where the Kappa collection was stocked.

The influencers also helped launch the #OneMoreStep Challenge, encouraging their fans to share pictures of themselves in their work-out gear with the hashtag, helping us receive enthusiastic participation from more than 50 people.

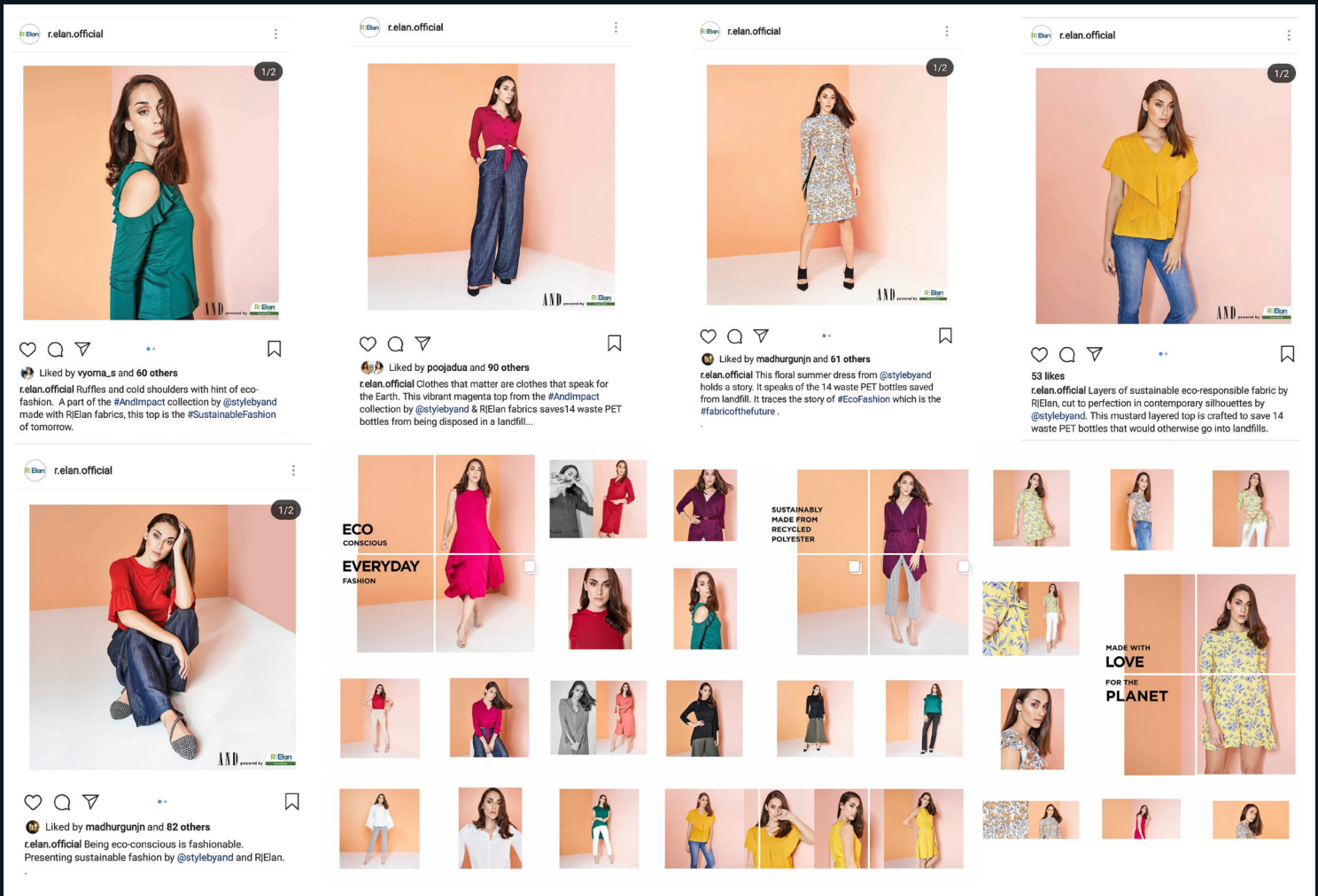
ENTRIES IN THE #ONEMORESTEP CHALLENGE



50+ Participants in the #OneMoreStep Challenge



Tags that went with each apparelin the AND Impact Collection

R|ELAN™'S FIRST PARTNER, AND, ROLLS OUT THEIR ELEGANT AND STYLISH SUSTAINABLE COLLECTION 'AND IMPACT', MADE WITH ECO-FRIENDLY R|ELAN™ GREENGOLD FABRIC

AND kicked off their Autumn/Winter collections with 'AND Impact', a collection of sustainable clothing using the R|Elan™ GreenGold fabric, which is made from recycling discarded plastic PET bottles. The collection is the fruition of the first partnership R|Elan™ entered after its brand launch last year and each garment from the collection went with a special tag talking about the collaboration. Designed with the belief that even small consistent actions we take to help preserve the environment have an impact and that being eco-conscious is fashionable, the collection was launched with a video featuring brand ambassador Bollywood Superstar Kareena Kapoor, where she introduced & spoke of the contributions 4 other women have made in sustainable fashion. Each garment produced with the R|Elan™ GreenGold fabric has saved 14 PET bottles from being dumped in a landfill. The collection has been promoted through AND and R|Elan™'s social media channels, showcasing the collection featuring floral and vibrant apparels through a minimalist photo shoot. The collection has been met with enthusiasm at the stores, with stocks close to running out at most AND stores.