

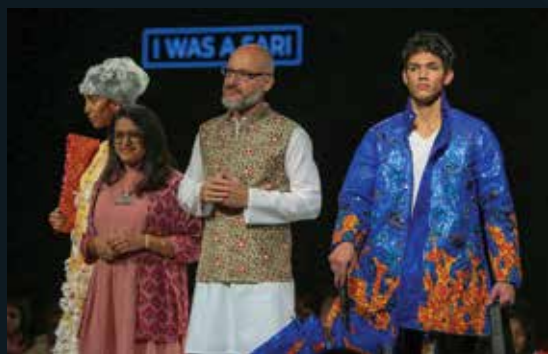
R|ELAN™ GOES BIGGER, BETTER, BOLDER AT LAKME FASHION WEEK S/R '19 WITH 3 ICONIC SHOWS.



I WAS A SARI receiving a cash prize of ₹20 lacs

Fashion for Earth, powered by R|Elan™, crowned the winner for India's First Circular Design Challenge in Partnership with United Nations and IMG Reliance at Lakme Fashion Week Summer Resort '19.

R|Elan™ also showcased two exclusive collections in partnership with Alcis sports + designer Narendra Kumar Ahmed and designer duo Shivan & Narresh.



Collection presented by I WAS A SARI



Designer Shivaan and Narresh with showstopper Vaani Kapoor



Showstopper Sanya Malhotra with Designer Narendra Kumar

INDIA'S FIRST EVER SUSTAINABILITY AWARD IN FASHION - THE CIRCULAR DESIGN CHALLENGE

The Circular Design Challenge was launched in August at the Winter Festive 2018 edition of LFW, in collaboration with UN Environment, as a part of R|Elan's 'Fashion for Earth' initiative. From 900+ entries from over 30 cities in India, 8 upcoming designers were shortlisted based on their creativity, innovative usage of waste and circularity in their designs, to present their collection for the grand finale at LFW Summer Resort 2019 in January.

The Jury Panel for the Circular Design Challenge consisted of various industry specialists including Atul Bagai (Head India country office, UN Environment), Rahul Mishra (Indian fashion & textile designer), Bandana Tewari (Lifestyle journalist, Sustainability activist and columnist), Mickey Boardman (Editorial director and advice columnist, Paper Magazine (NYC)), Harsh Vardhan (Global environment supply chain, H&M group) and Neha Dhupia (Actress and Winner Ms. World 2002).

The label, I WAS A SARI, by Stefano Funari & Poornima Pande, was adjudged the winner of the 'Circular Design Challenge', following an innovative showcase of their sustainable fashion collection at LFW S/R 2019. The label received a cash prize of ₹20 lacs, presented to them by Mr Gunjan Sharma, CMO Polyester Business, RIL, in the presence of Mr Atul Bagai, Country Head, UN Environment India and Mr Jaspreet Chandok, Vice President, Head of Fashion IMG Reliance. The winners were also given an opportunity to present their collection at the upcoming Lakmé Fashion Week Winter Festive 2019.

The jury gave an honourable mention to the runners-up, Aman Singh of label Bareek and Kanika Ahuja of label Lifaffa.



Collection presented by Aman Singh of label Bareek



Collection presented by Kanika Ahuja of label Lifaffa



Prestigious Jury for the Circular Design Challenge '19



Collection presented by Aiman Sabri



Collection presented by Bhaavya Goenka



Collection presented by Seerat Viridi



Collection presented by Kriti Tula



Collection presented by Pooja Monga

Well done I WAS A SARI, for displaying superb scalable fusion of circularity, sustainability and the latest trends in fashion. I am pleasantly surprised to see the collections of all shortlisted participants as the creativity quotient has transformed the circularity and sustainability outlines into workable fashion.

- Mr Gunjan Sharma CMO
Polyester Business,
Reliance Industries Ltd.



Showstopper Sanya Malhotra

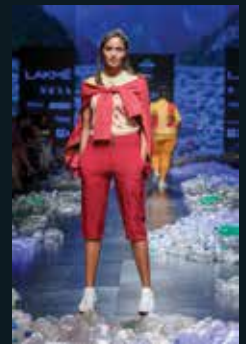
ALCIS X NARI, POWERED BY R|ELAN™ GREENGOLD FABRICS, TURNS HEADS AT LFW S/R'19 WITH A NEVER SEEN BEFORE SPECTACLE IN SUSTAINABILITY, 'MY EARTH, MY STYLE'

R|Elan™ GreenGold infuses sustainability, technology and style for the new Alcis X Nari athleisure collection.

With a runway covered in waste PET bottles and showstopper Sanya Malhotra inspiring onlookers through an on-stage collection drive, the Alcis X Nari collection, powered by R|Elan™, epitomized 'My Earth My Style', with an aim to infuse responsibility among fashion consumers and viewers.

Alcis Sports, a cutting-edge Indian performance wear brand, collaborated with ace athleisure designer Narendra Kumar, fondly known as Nari, for this exclusive collection of sustainable gym and workwear under the label Alcis X Nari, made using R|Elan™ GreenGold and Kooltex fabrics.

While R|Elan™ GreenGold is one of the greenest fabrics in the world - manufactured by recycling used PET Bottles, R|Elan™ Kooltex has superior properties like anti-odour, sweat absorb, anti-static, anti-UV and light X, perfectly suited for activewear in Indian lifestyles and weather conditions. The collection is strong, durable, trendy, sustainable and at the same time, affordable for the masses.



In Alcis X Nari, powered by R|Elan™, we have used the greenest fabrics in the world that enhance performance and aid in comfort quotient. We have captured the next gen's aspirations of conserving our environment and Mother Earth through our athleisure Alcis X Nari collection.

- Narendra Kumar,
renowned fashion
designer

SHOWSTOPPER SANYA MALHOTRA CHARGED THE ALCIS X NARI RUNWAY WITH ZEAL FOR SUSTAINABLE EARTH PRACTICES.



Showstopper Sanya Malhotra with Designer Narendra Kumar

R|ELAN™ BRINGS THE WILD ON THE RUNWAY AT LAKME FASHION WEEK S/R 2019 WITH MAGNIFICENT LUXURY HOLIDAY WEAR, PATU SERIES, BY THE VERSATILE DUO, SHIVAN AND NARRESH

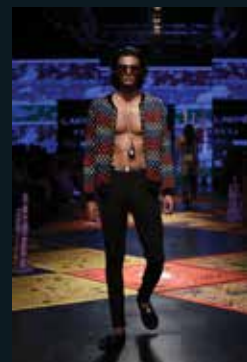
R|Elan™, the specialty fabric brand from Reliance Industries Limited, proved its mettle yet again, as it collaborated with India's leading holiday fashion designers, Shivaan and Narresh, to create an exclusive summer holiday collection, unveiled on 2nd February, day 4 of Lakme Fashion Week.

The Patu Series collection, envisioned for millennials who love a luxurious getaway, captures the enthusiasm of an indulgent holiday, a decadent destination wedding or a plush honeymoon.

Inspired by Bengal's Pattachitra art, the collection showcased 6 iconic new prints, brought to life through R|Elan™ FreeFlow fabrics. The luxurious and delicate fabrics from R|Elan™, illuminated the series' Handcrafted Signature Patu Skein work, translating into modern silhouettes that match the bold, confident and sophisticated lifestyle of millennials.



Designs showcased by Designer Shivaan & Narresh made with R|Elan™ FreeFlow Fabric



Whether it's insta-dry or fabrics that help you perspire easily, these are brilliant examples of how fashion is not just about looking beautiful but also functionality that can happen at the yarn and fabric stage. It was a brilliant opportunity for us to get this 360 degree understanding of not only aesthetics but also the function of how fabric can help change a life. Thank you, R|Elan™, for allowing us to do that.

- Narresh Kukreja



Designer Shivaan and Narresh with showstopper Vaani Kapoor

I would like to thank R|Elan™ fabrics - we could really understand the fabric's properties. It really blended with the inspiration we were thinking of and we converted the inspiration to modern silhouettes, beautifully blending together. It just worked beautifully; thank you so much R|Elan™

- Shivaan Bhatia

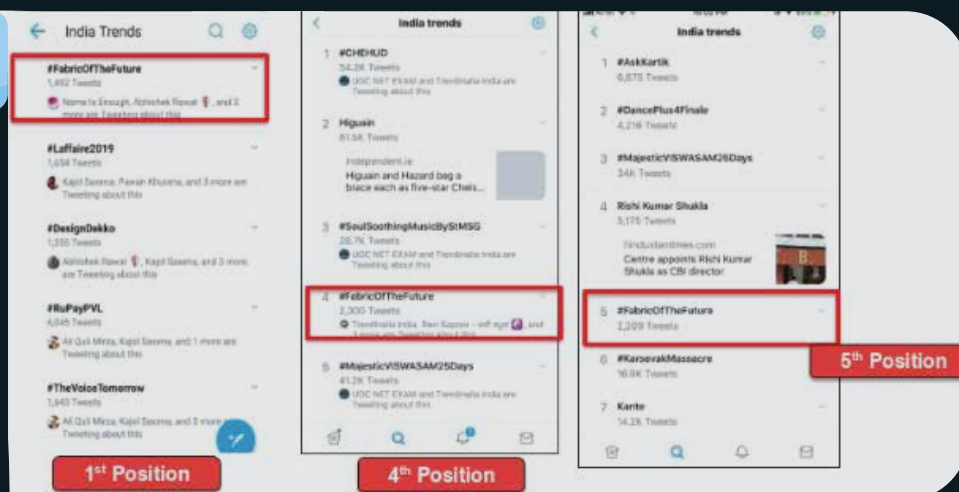


R|ELAN™ REACHED 17.5M+ FASHION FANS ON FACEBOOK & INSTAGRAM, AT AN AVERAGE OF 4 TIMES THROUGH THE CAMPAIGN



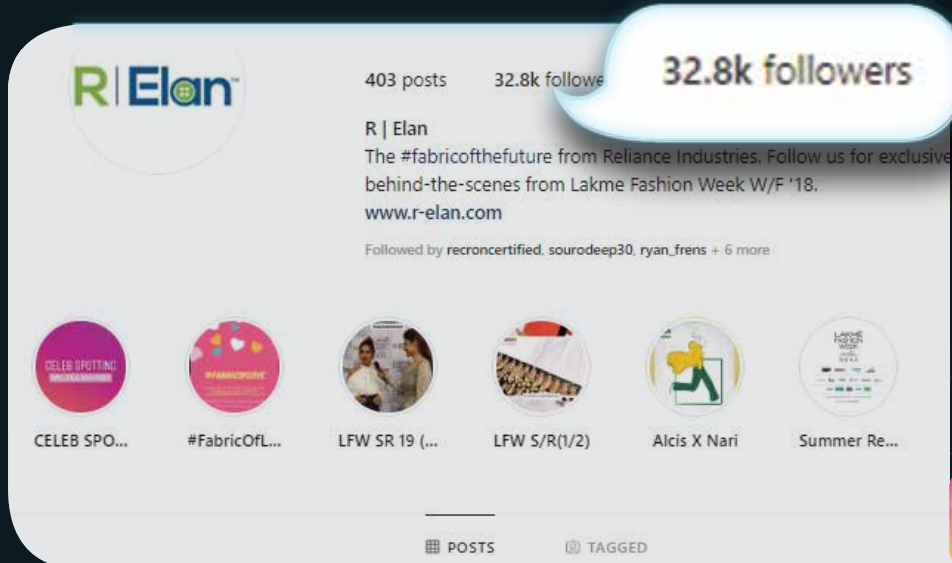
#FABRICOFTHEFUTURE WAS THE TOP TRENDING HASHTAG ON TWITTER FOR 3 HOURS ON DAY 4 OF LAKME FASHION WEEK WITH

5K+ TWEETS AND 63M+ IMPRESSIONS

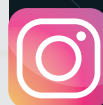


Top Tweets

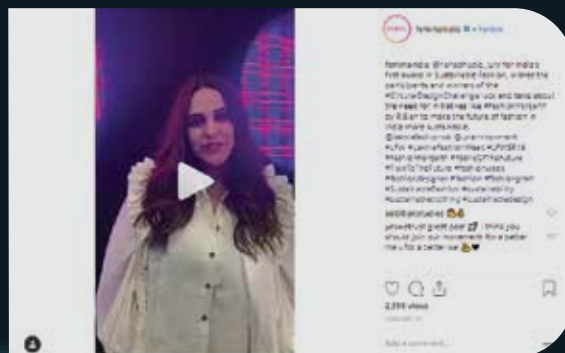
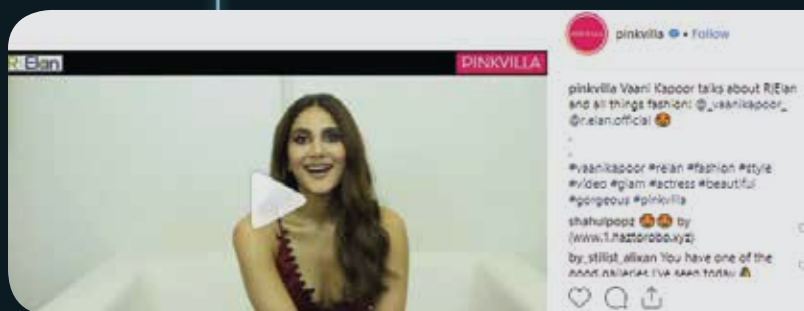




R|ELAN™ INSTAGRAM
HANDLE GREW BY **62%**,
GAINING **20.2K**
NEW FOLLOWERS
OVER THE CAMPAIGN
PERIOD



WITH 3 ICONIC SHOWS IN TOW, R|ELAN™ WAS
THE TALK OF THE TOWN ON LEADING FASHION
PORTALS LIKE **POPMO**, **PINKVILLA**, **HELLO**,
FEMINA, **VOGUE** ETC.



TOTAL IMPRESSIONS
135 MILLION

TOTAL VIDEO VIEWS
15 MILLION

TOTAL REACH
30 MILLION