



DENIM

Trends

SPRING-SUMMER 2022





R|Elan™ is the next generation of fabrics from Reliance Industries Ltd., India.

Drawing from its extensive, exclusive Research & Development and its vast expertise in speciality fibres, Reliance has crafted these advanced fabrics, Fabric 2.0 as a portfolio of specially engineered fabric innovations offering a spectrum of benefits from sustainability to high performance and aesthetics.

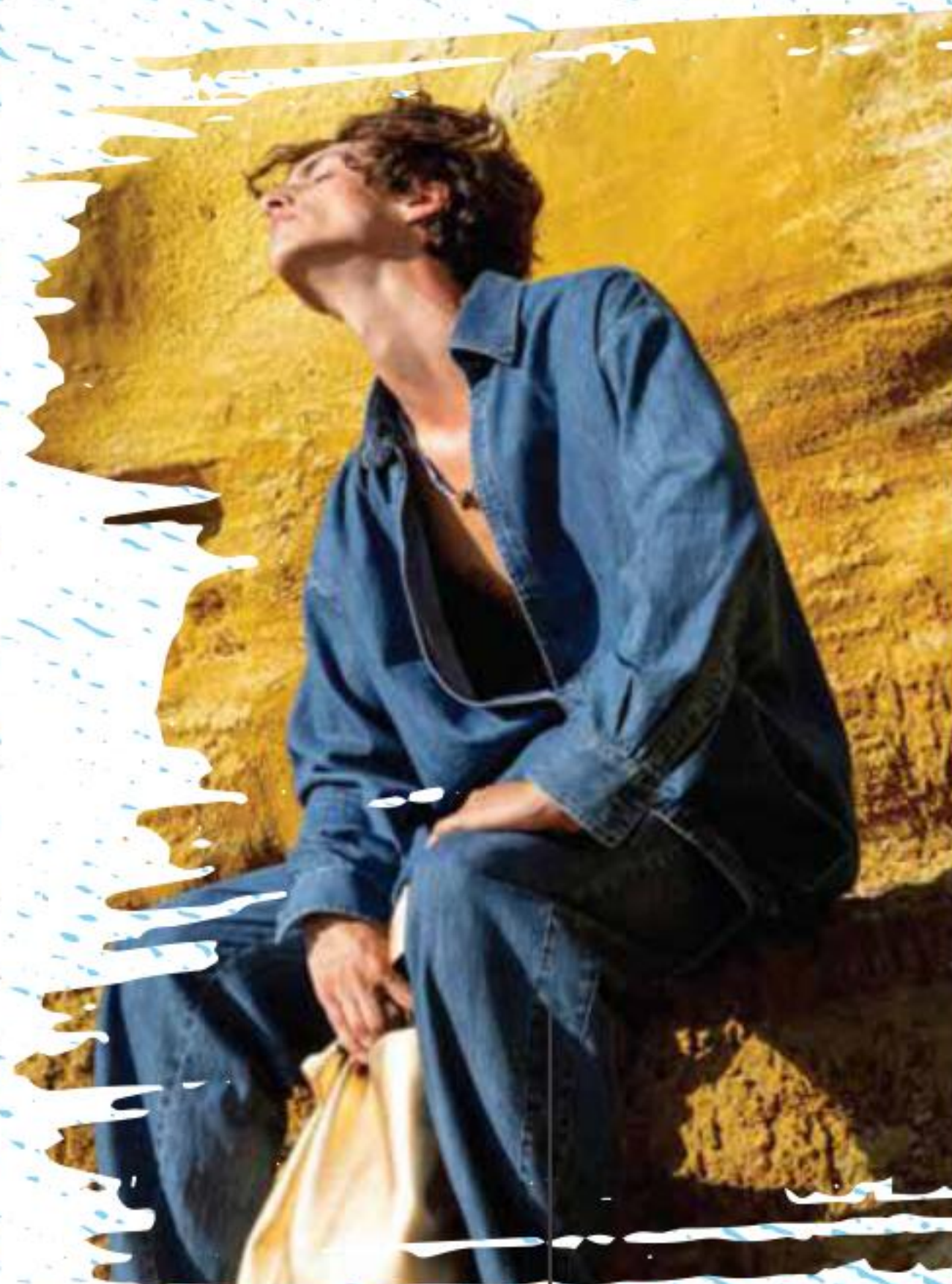
R|Elan™ is a preferred sourcing partner for demanding fashion brands globally, to design eco-fashion, activewear, denims, ethnic & western wear, athleisure, work wear and high-end couture.





Simply Raw

Euphoric



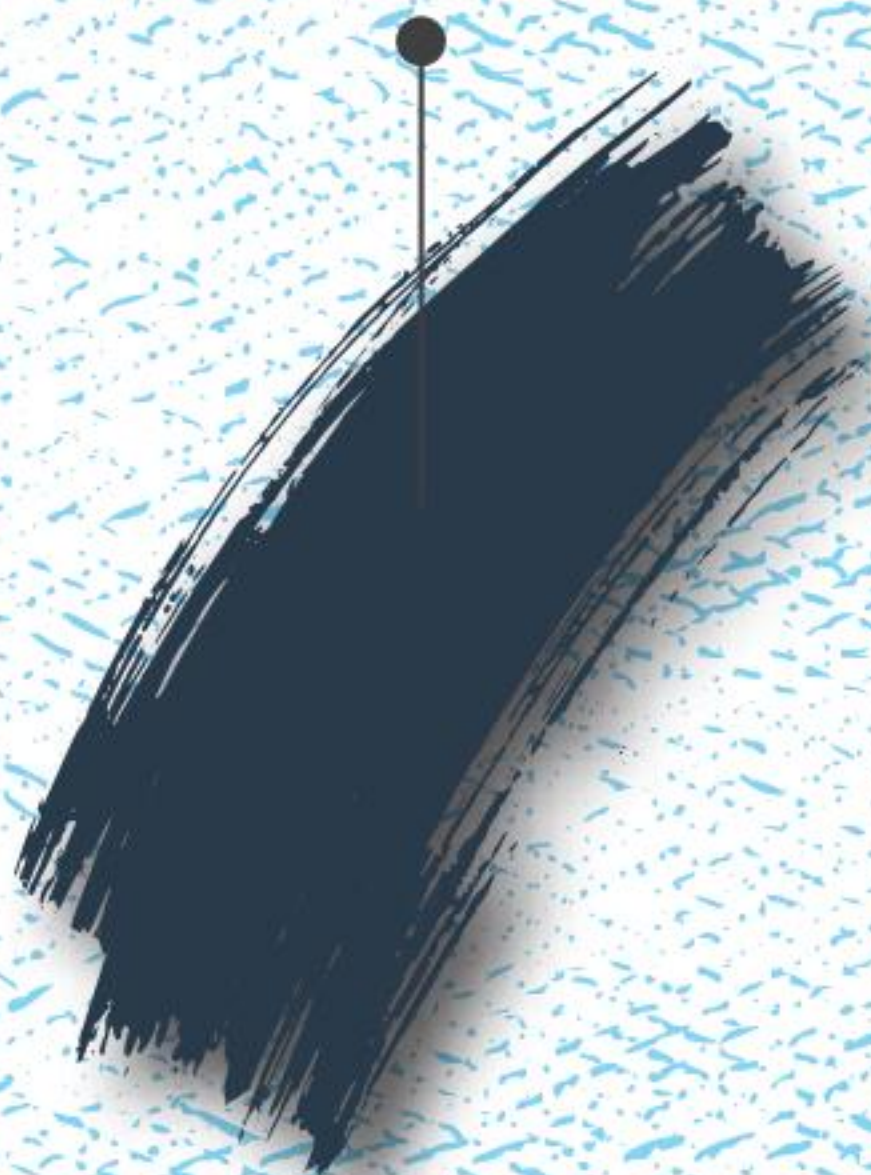
Authentic Comfort

Body Performance



Core Colours

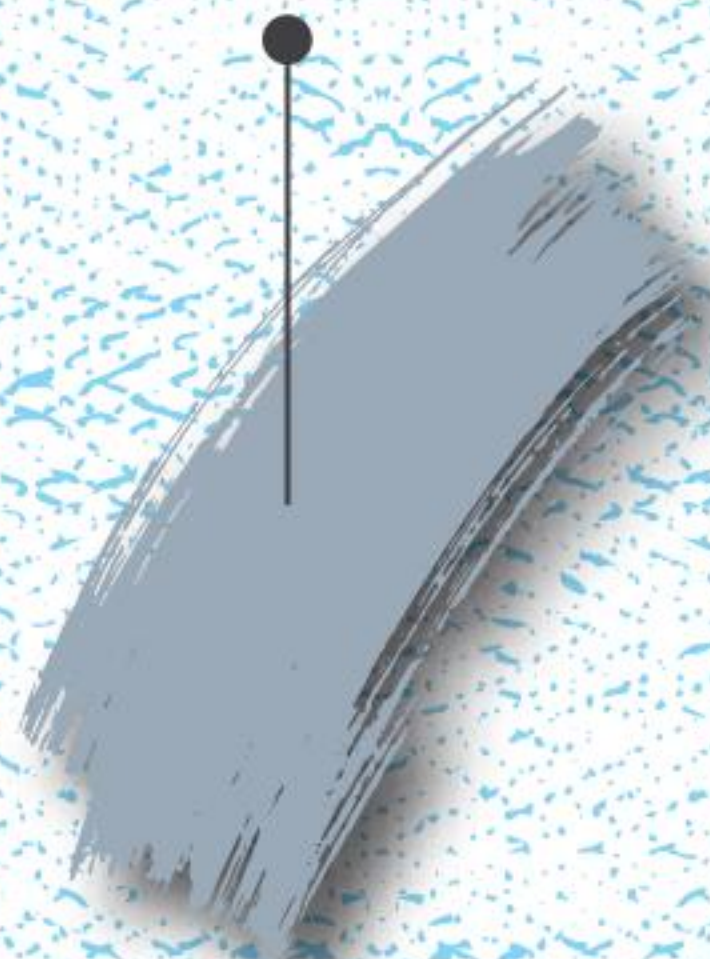
19 - 4122 TCX



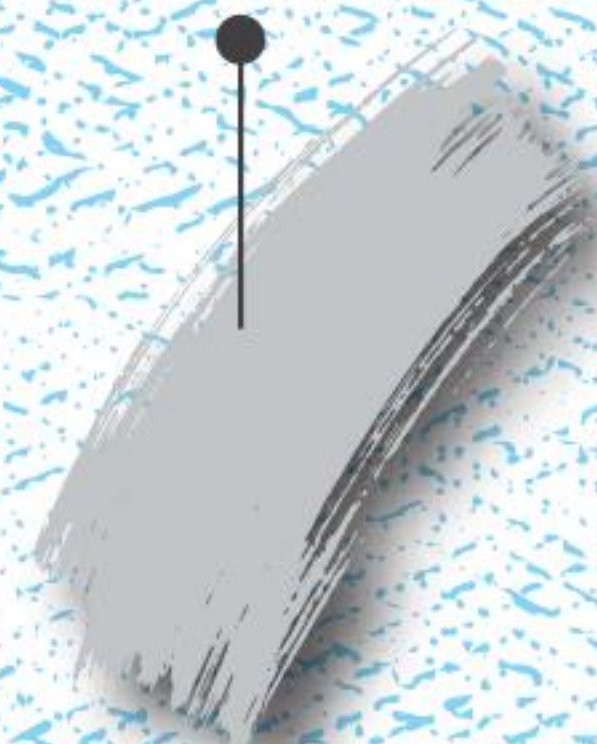
19 - 4203 TCX



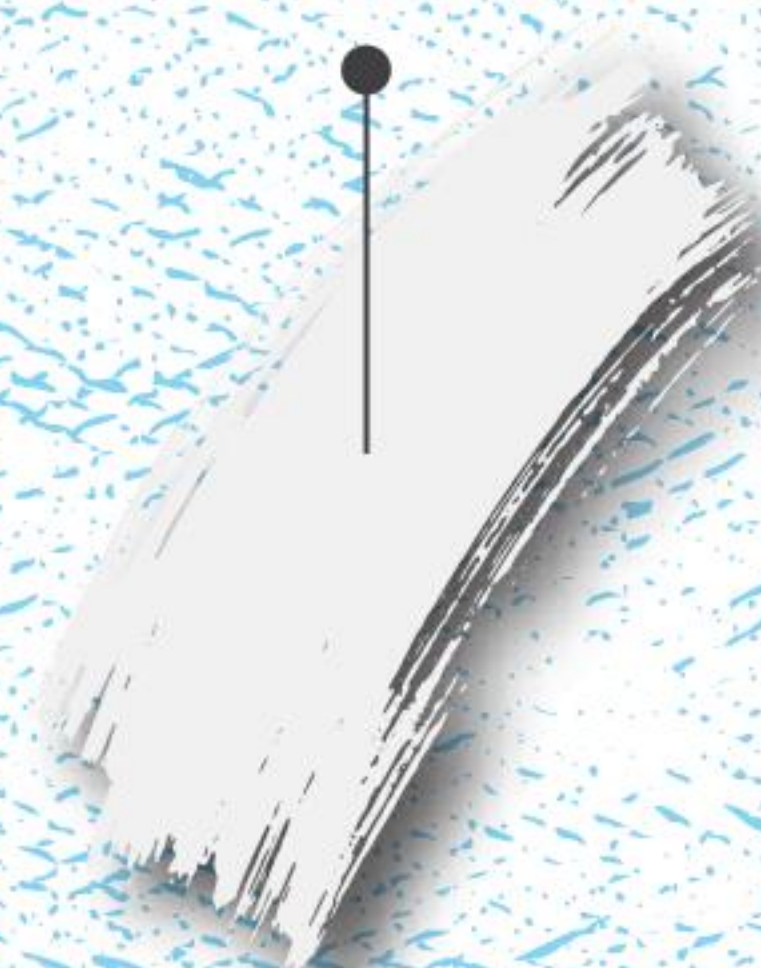
15 - 4008 TCX



13 - 4201 TCX



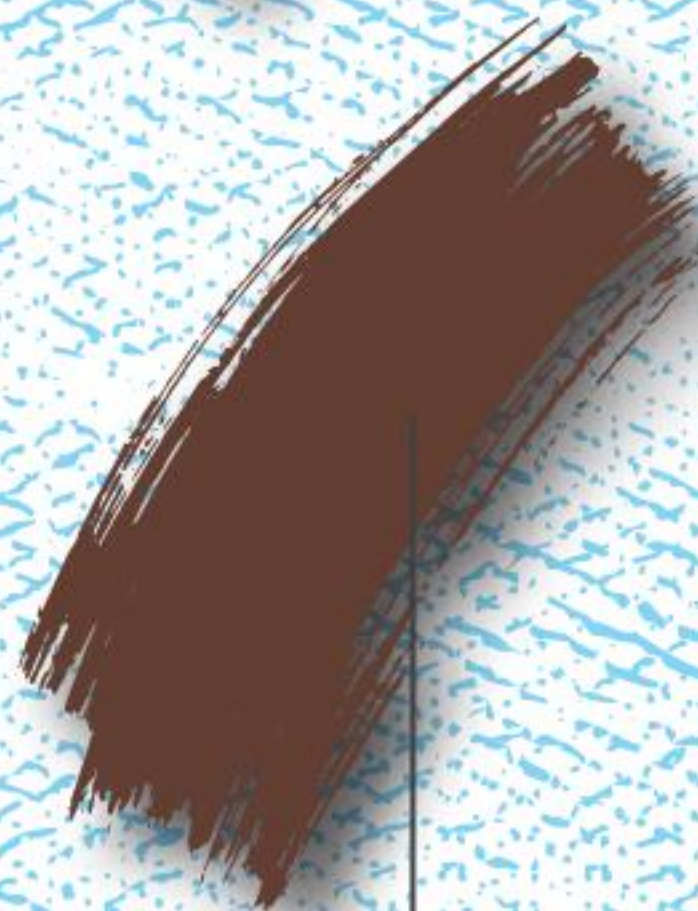
11 - 4800 TCX



19 - 0516 TCX



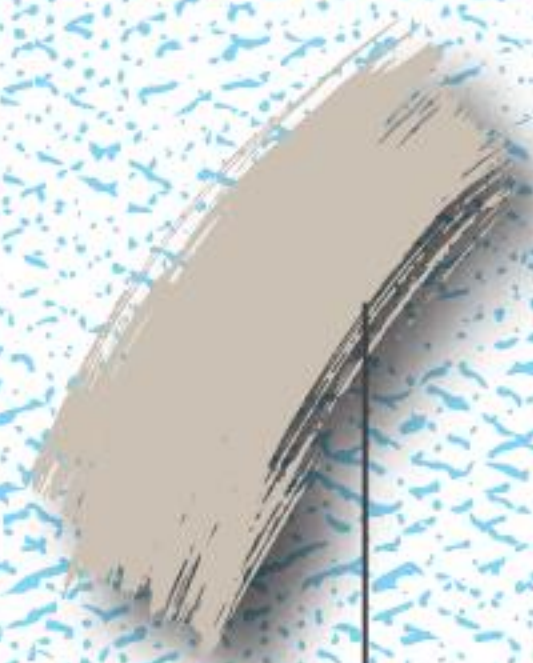
19 - 1220 TCX



14 - 1036 TCX



13 - 0401 TCX

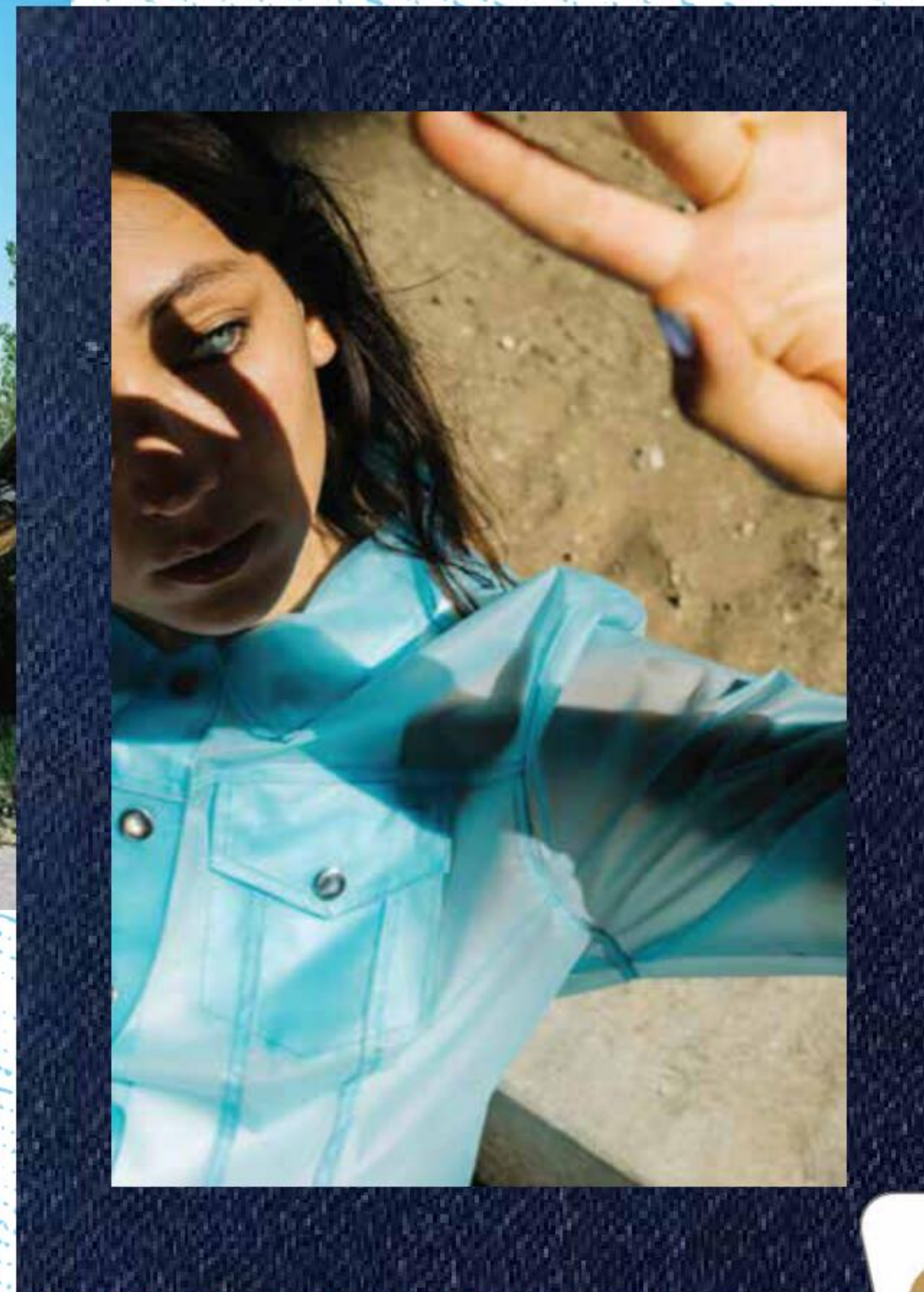


11 - 0103 TCX





Authentic Comfort



Authentic Comfort

New fibre technologies offer authentic vintage looks that are engineered with extra comfort and invisible stretch - a juxtaposition of the modern and vintage.

Upgrade core vintage - look denim with responsible alternatives that promote everyday comfort through closed - loop design.

Use Kooltex, DuraFit, AirLite for enhanced comfort and SuperFeel for an extra soft feel.



Authentic Comfort



FIBRE AND YARN

RIE|Elan™
SuperFeel



RIE|Elan™
DuraFit



RIE|Elan™
Kooltex



RIE|Elan™
AirLite





Simply Raw



Simply Raw

In a disposable age, luxury will become something old, worn and beautiful, so embrace the imperfect.

Prioritize a conscious approach to core qualities by opting for recycled fabric, lower impact dyestuffs and eco finishes.

Use undyed or unwashed fabrics that are responsibly made such as our recycled GreenGold and high performance fabrics like Kooltex, FeelFresh and DuraFit.





Simply Raw

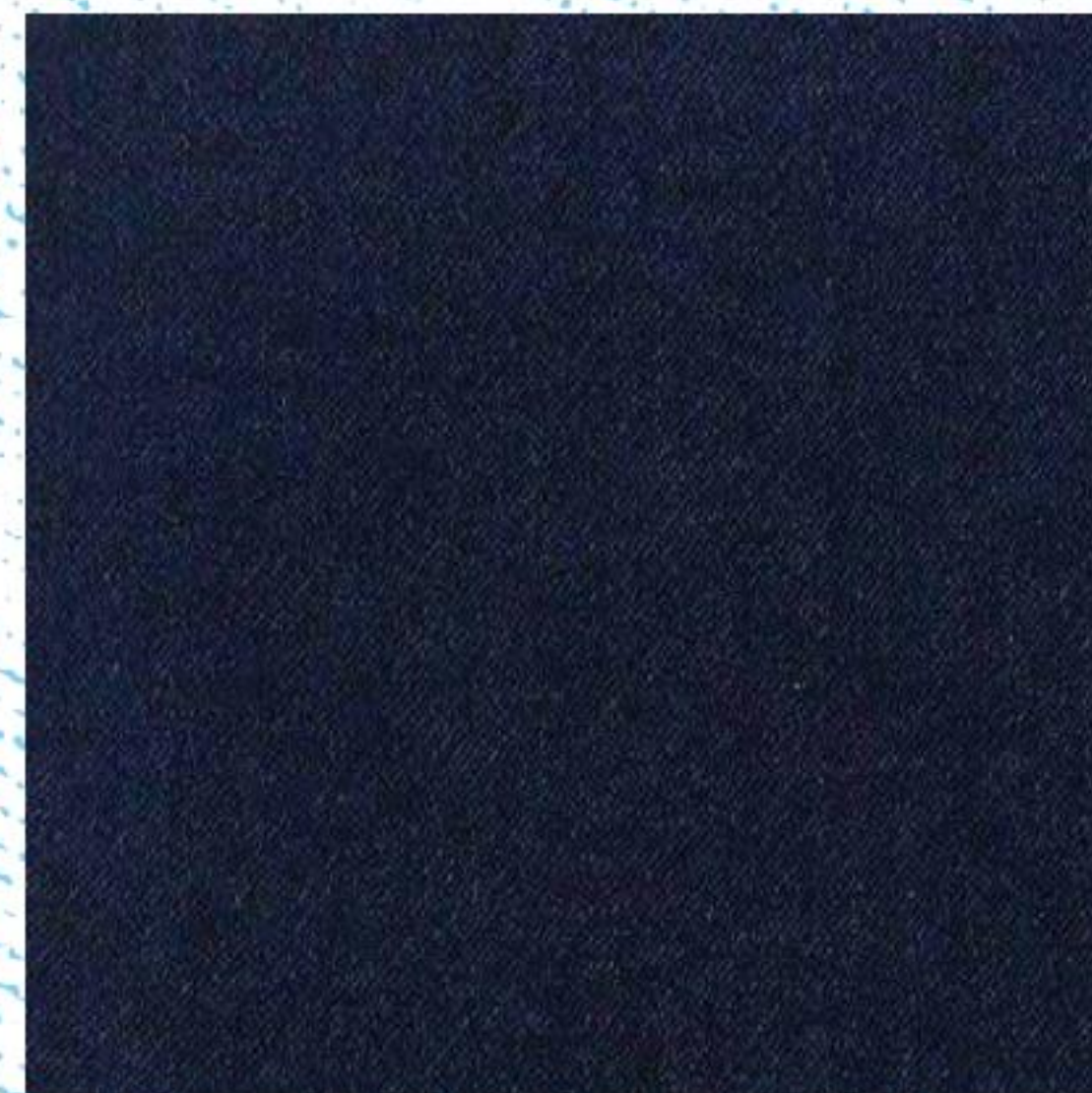


FIBRE AND YARN

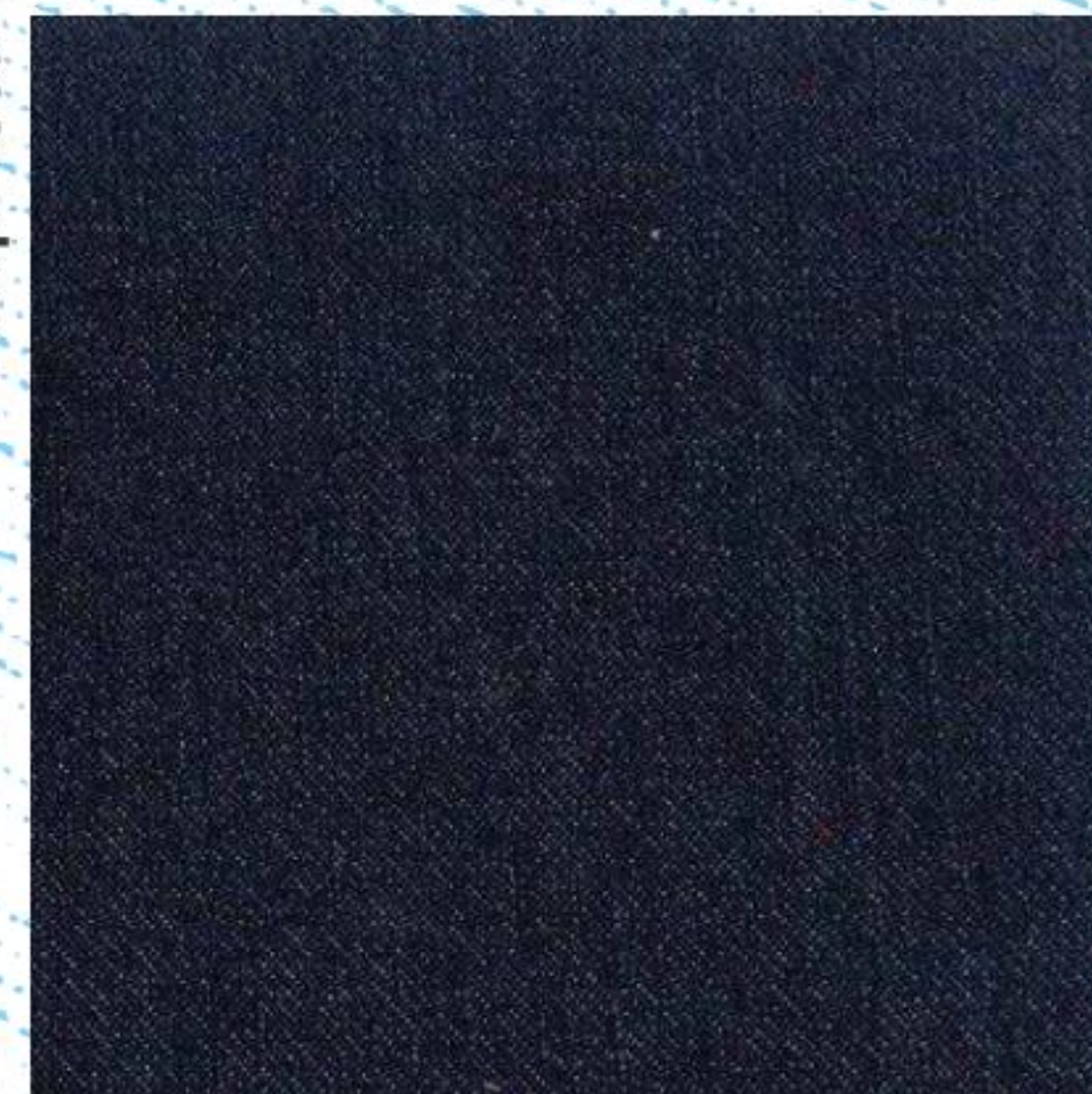
RIElan™
GreenGold



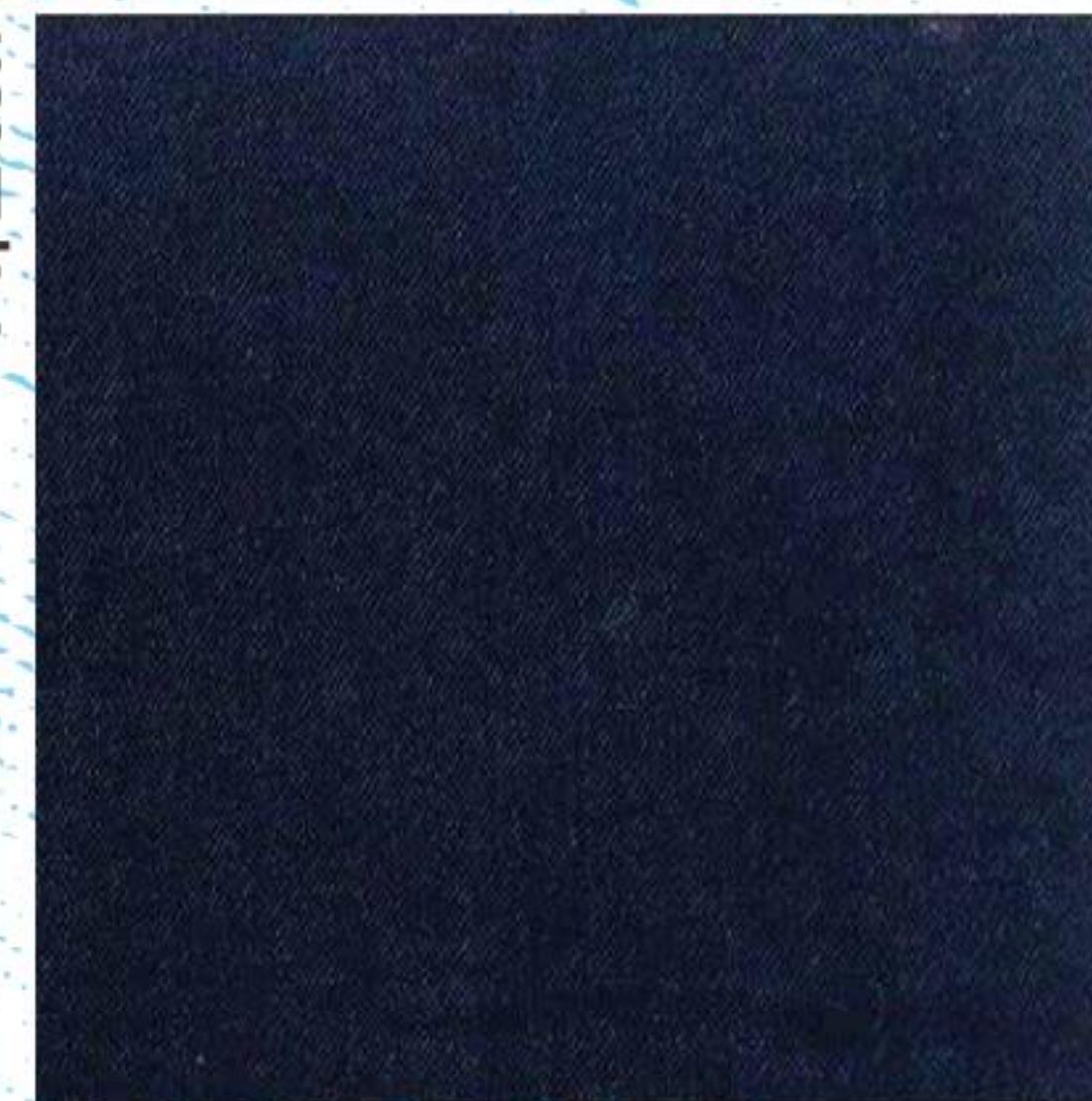
RIElan™
FeelFresh



RIElan™
DuraFit

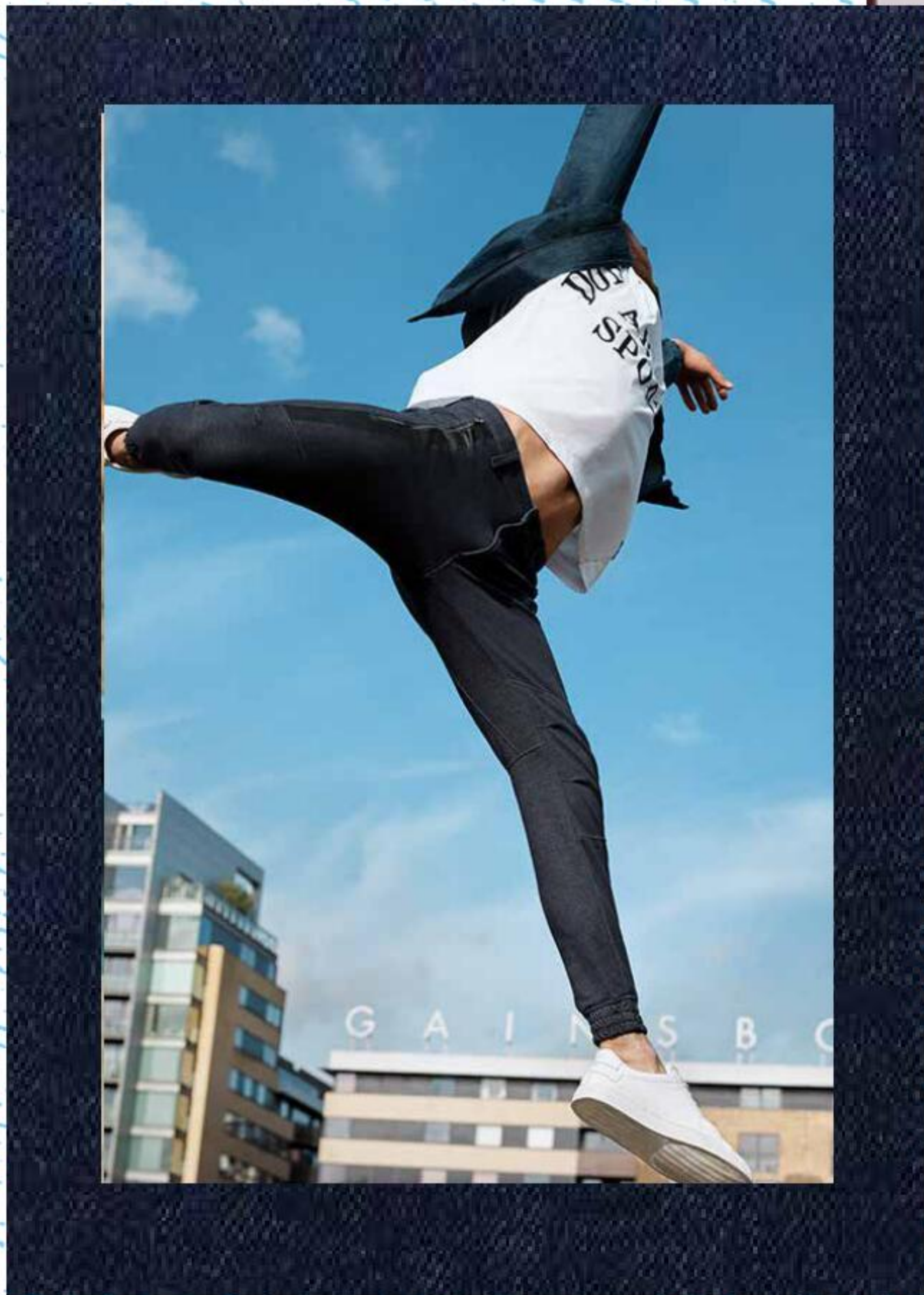


RIElan™
Kooltex





Body Performance





Body Performance

Power-stretch denim evolves with new performance properties that bring wellness and hygiene qualities to core denim.

For enhanced comfort and performance, use Kooltex for Moisture management, FeelFresh for Anti bacterial properties, AllClima for thermal regulating properties and AirLite for lighter weight denim while retaining its thickness.



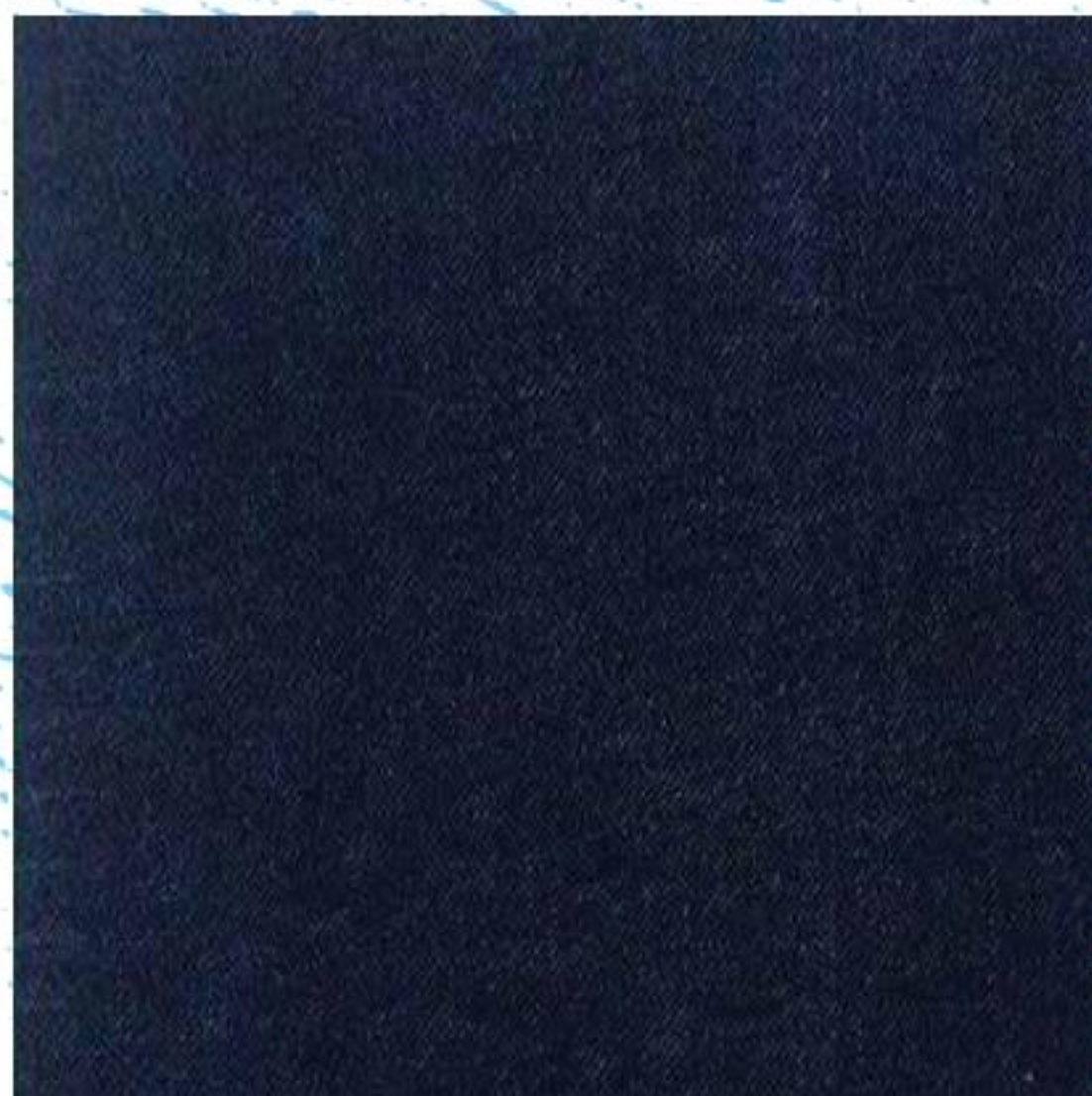


Body Performance



FIBRE AND YARN

RIElan™
Kooltex



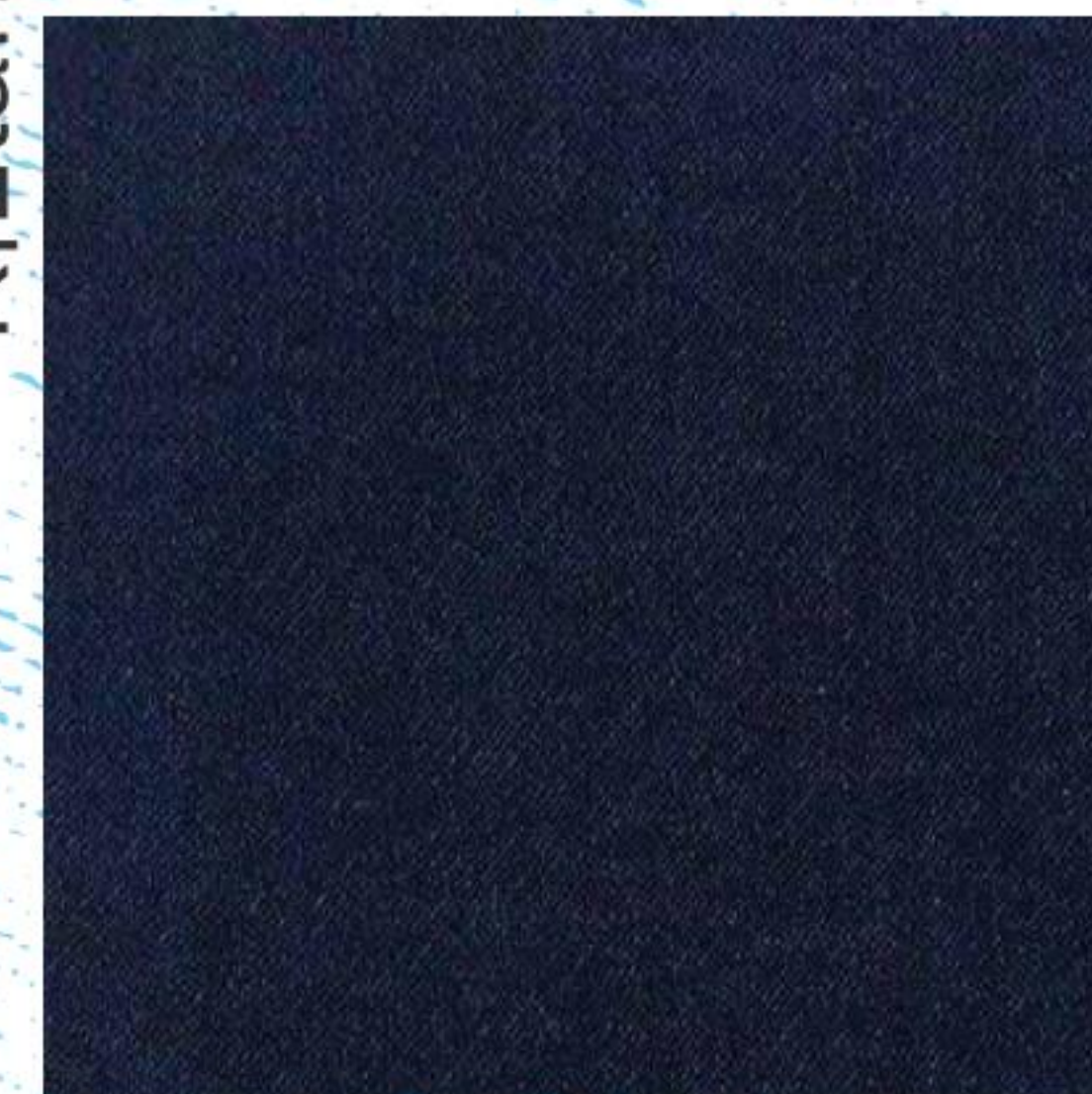
RIElan™
AirTherm



RIElan™
AllClima



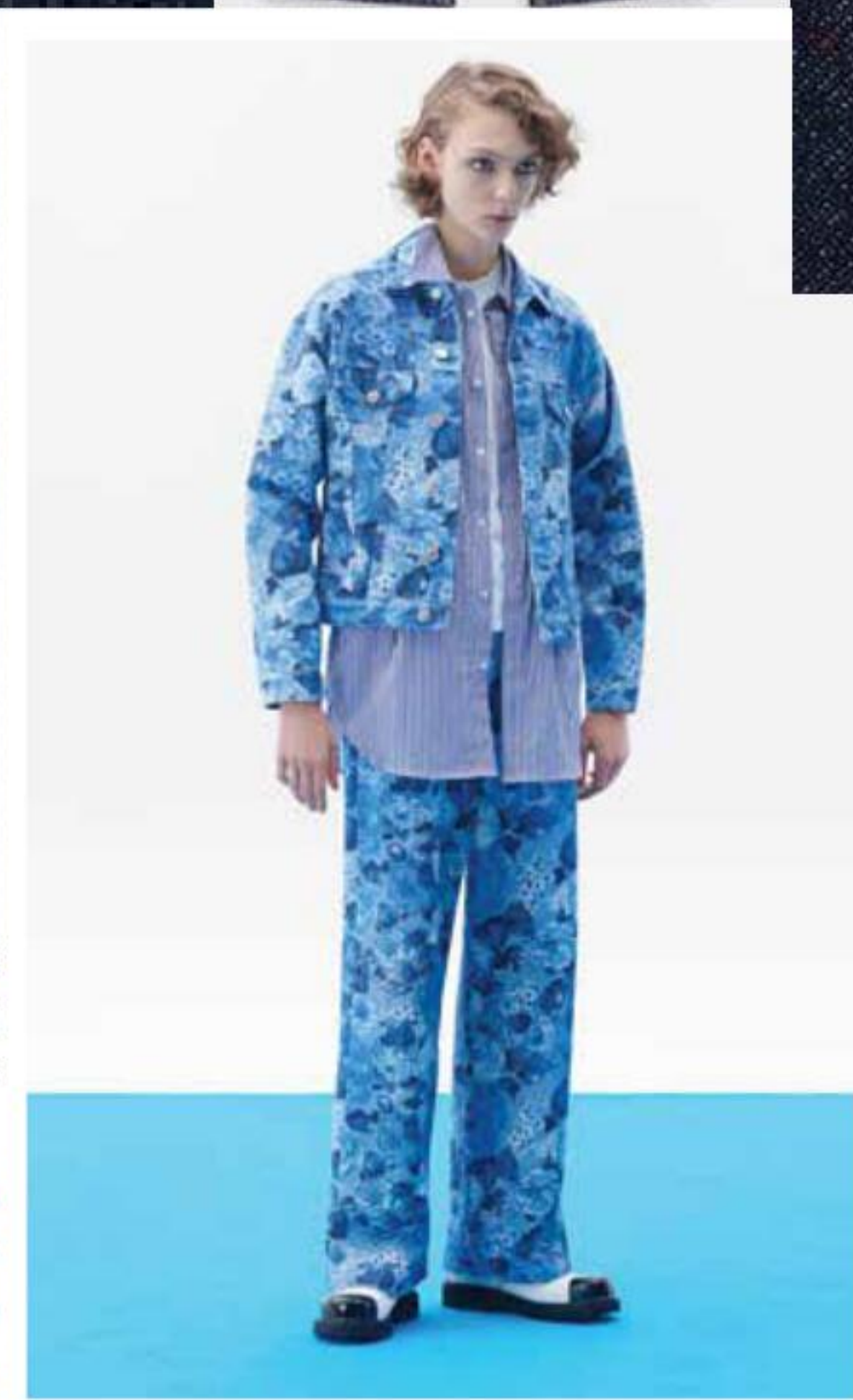
RIElan™
FeelFresh





Euphoric





Euphoric

Euphoric explores the power of design to boost moods and incite positivity, Joy and optimism will be embraced as necessary against a backdrop of challenge and constraint.

Re-styled treasures and references from the past will be curated in clashing and sometimes irreverent mixes that also champion a sense of luxury and extreme quality.

Use Kooltex, FeelFresh for additional functional properties and GreenGold, EcoGold for sustainability.





Euphoric

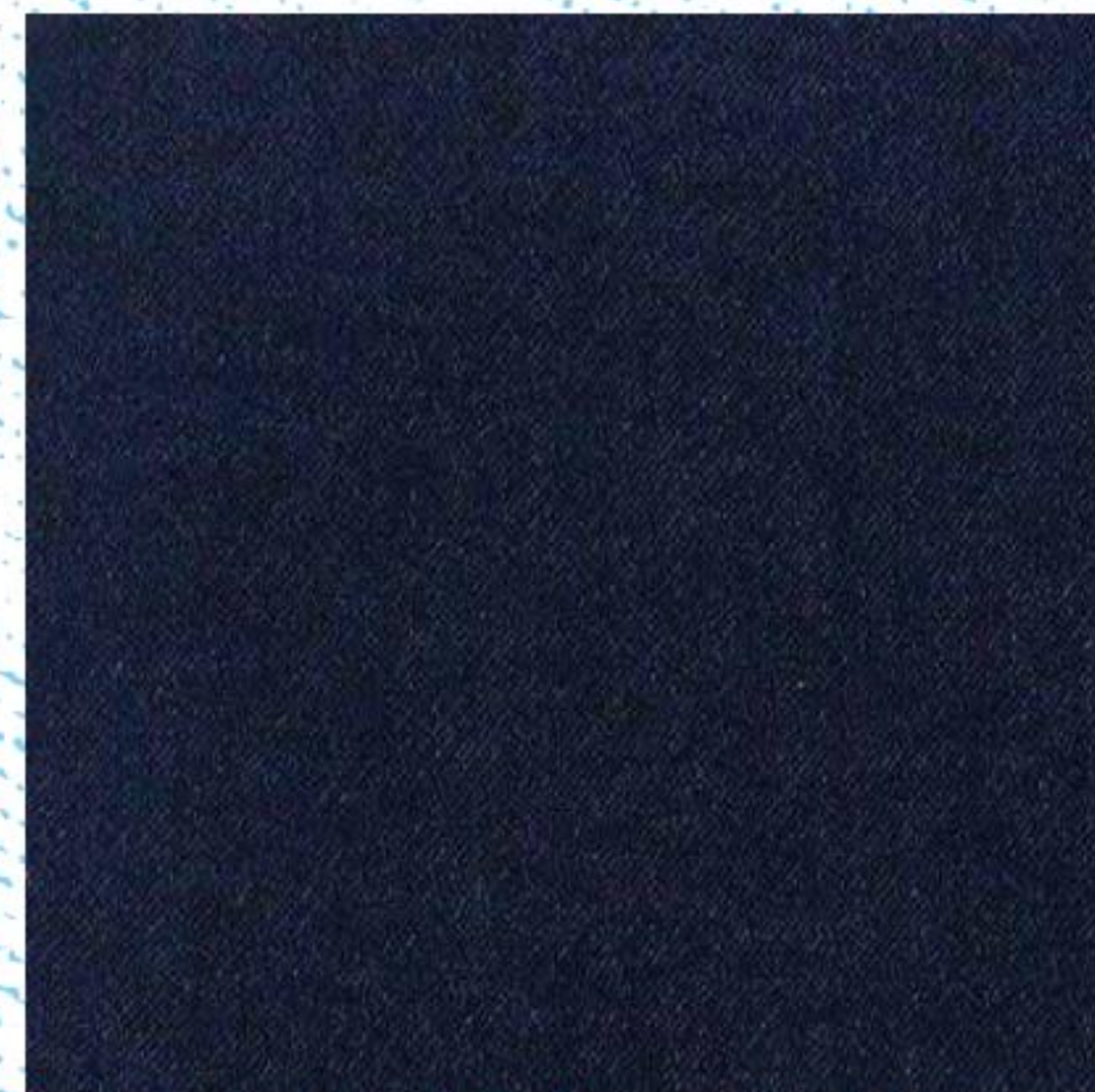


FIBRE AND YARN

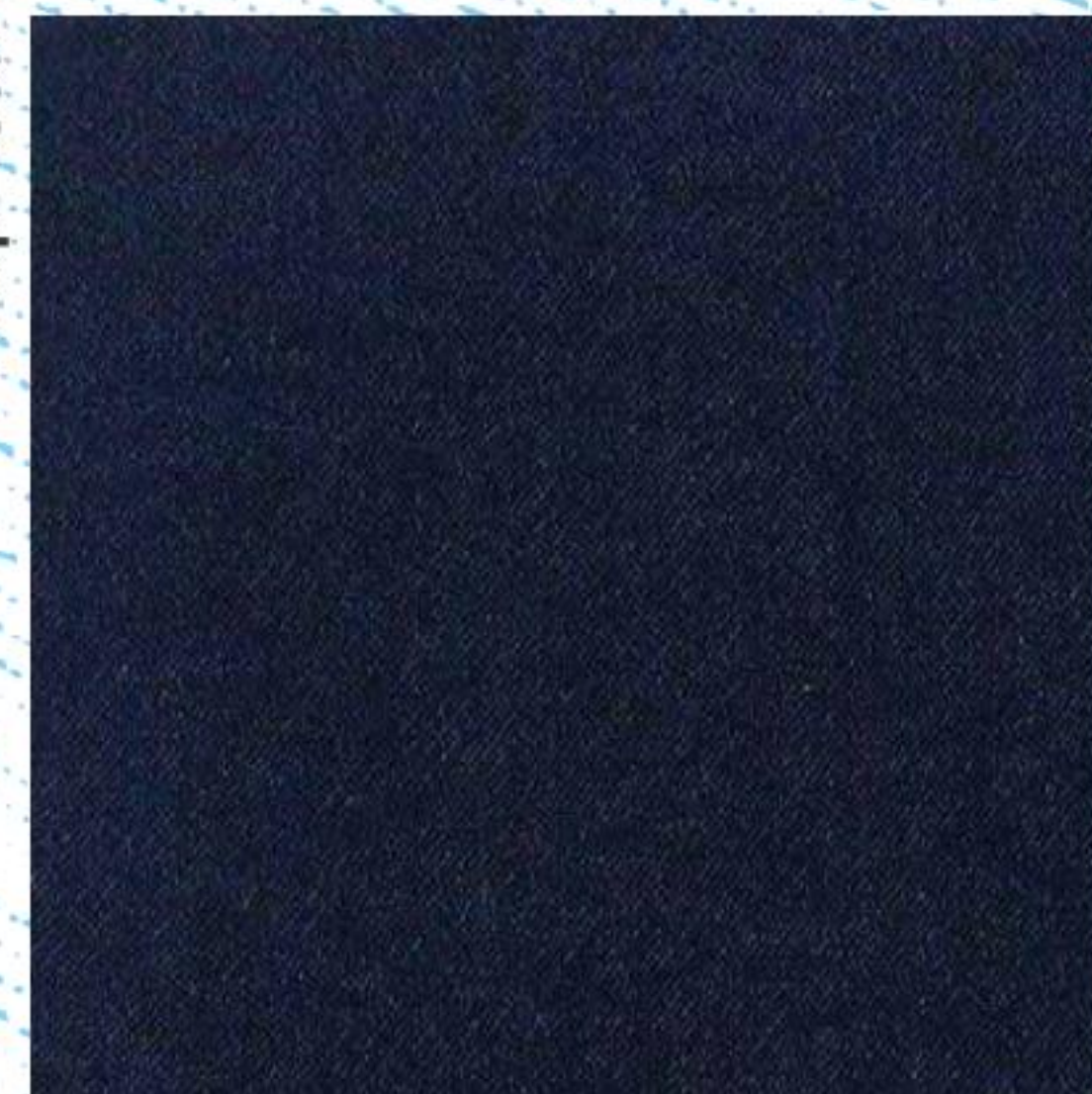
RIElan™
GreenGold



RIElan™
FeelFresh



RIElan™
Kooltex



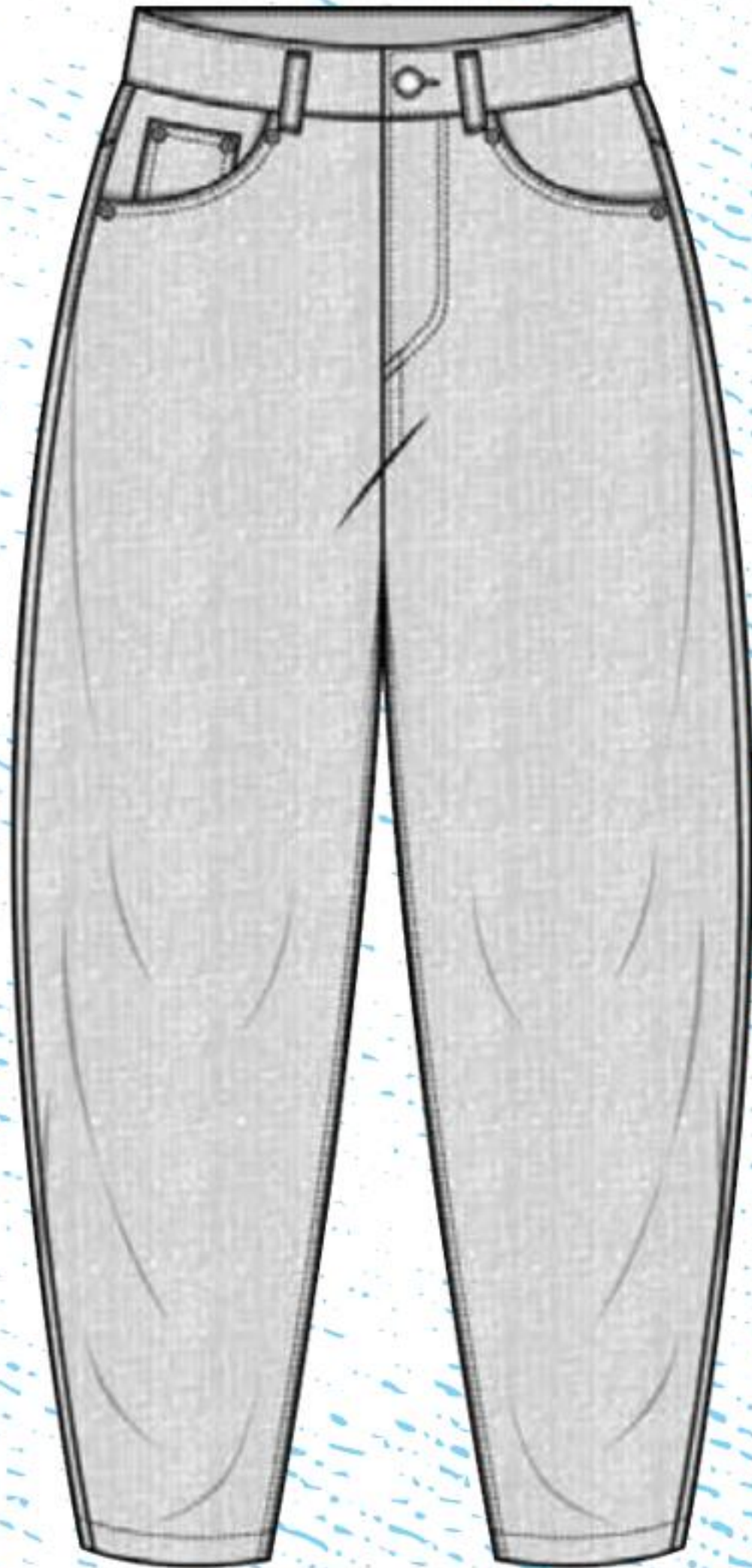
RIElan™
EcoGold



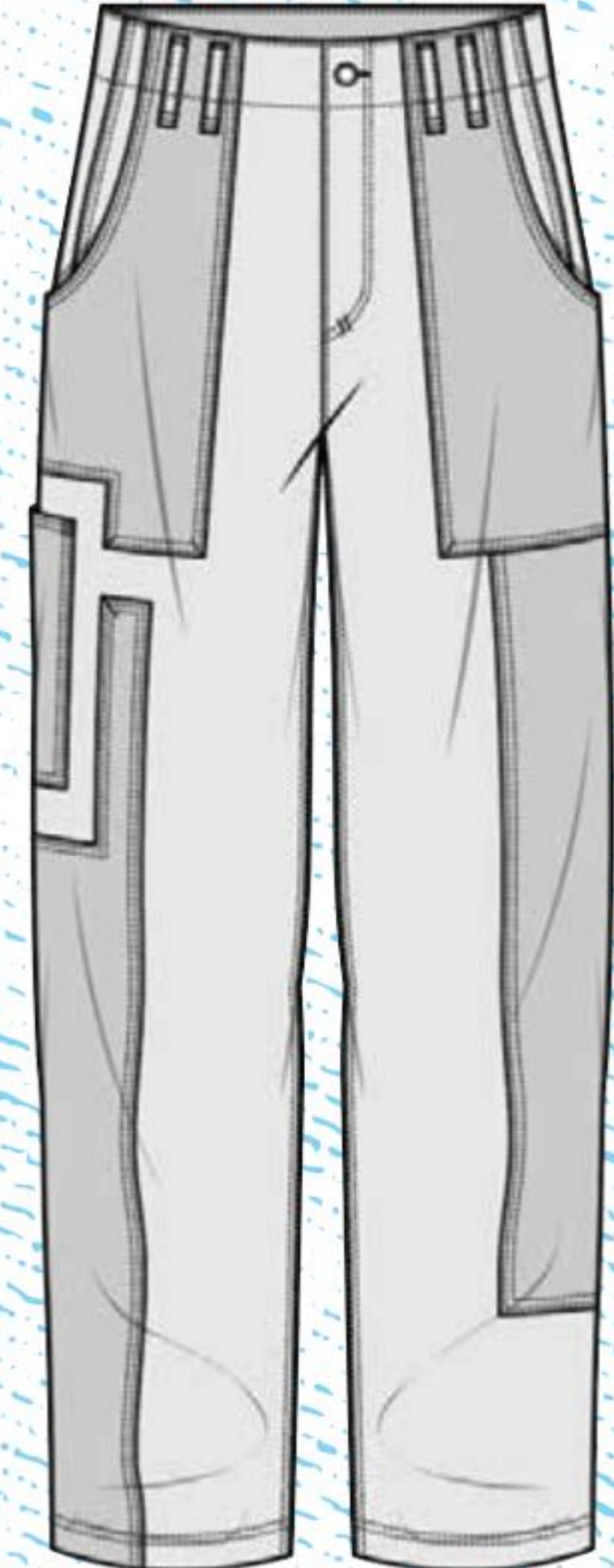


Men's Key Items

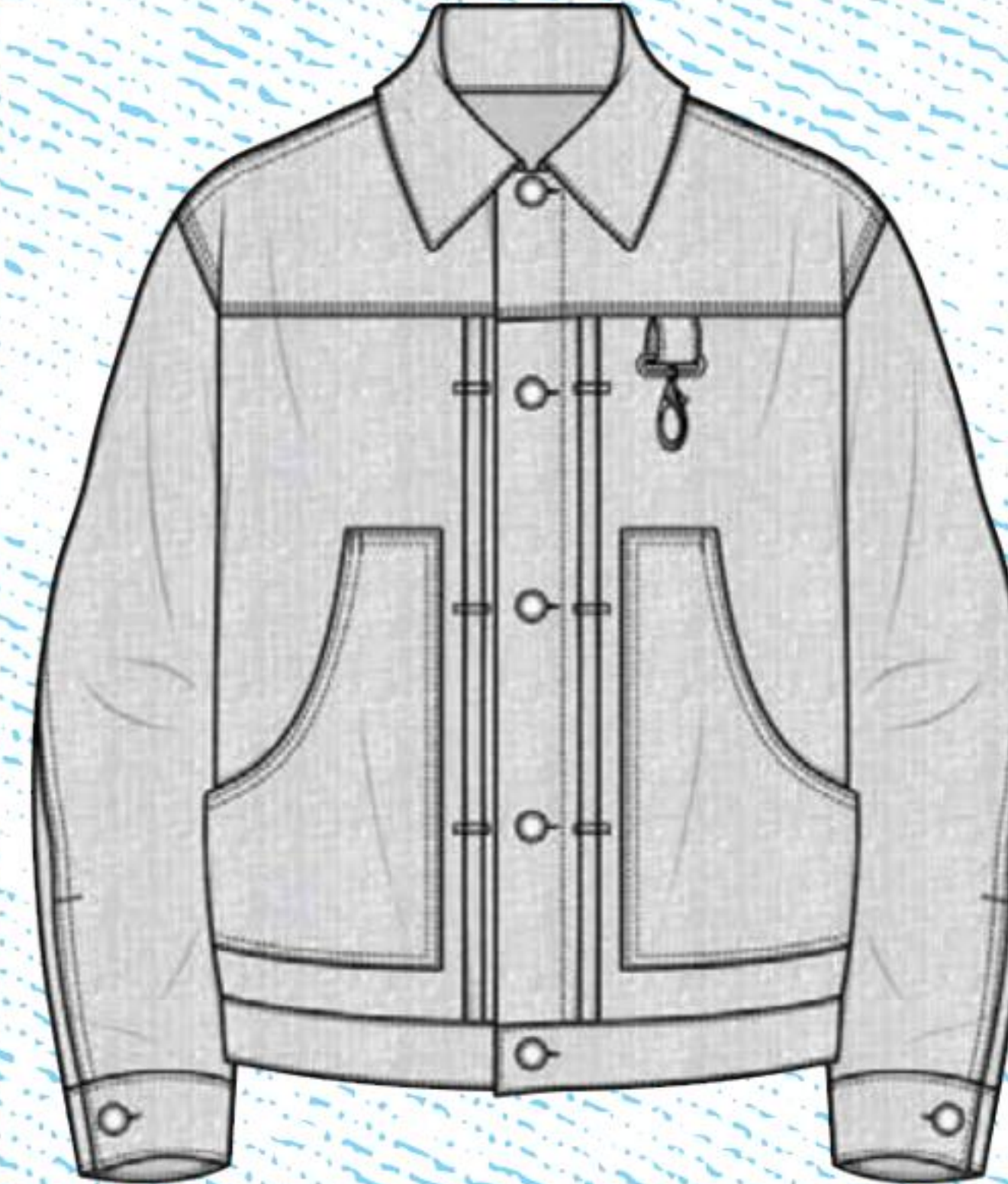
1990s anti



Tonal utility bottom



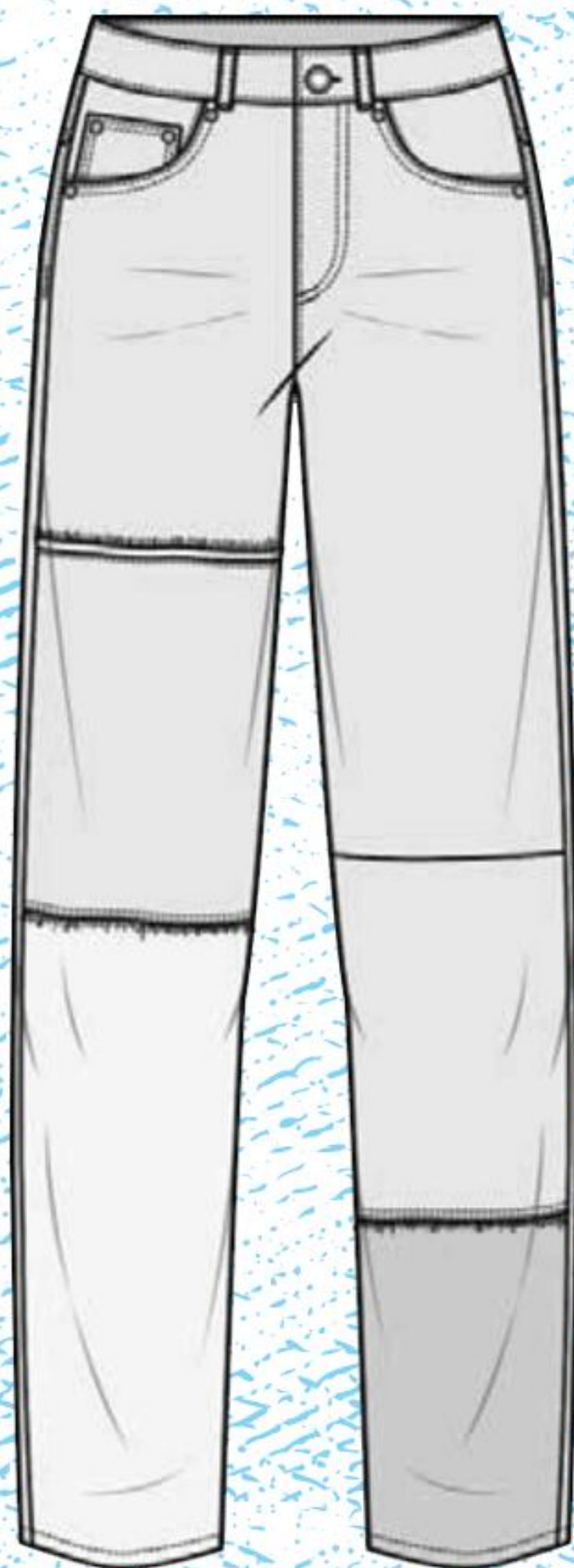
Printed shirt



Utility trucker

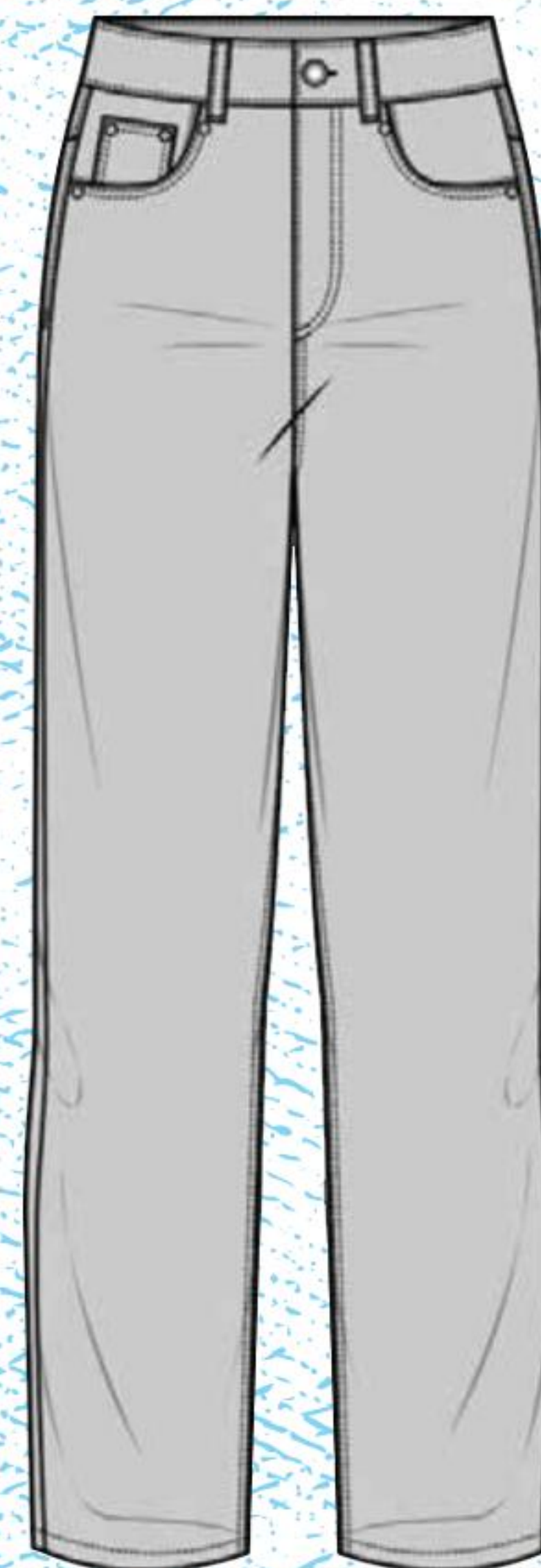


Upcycled jean

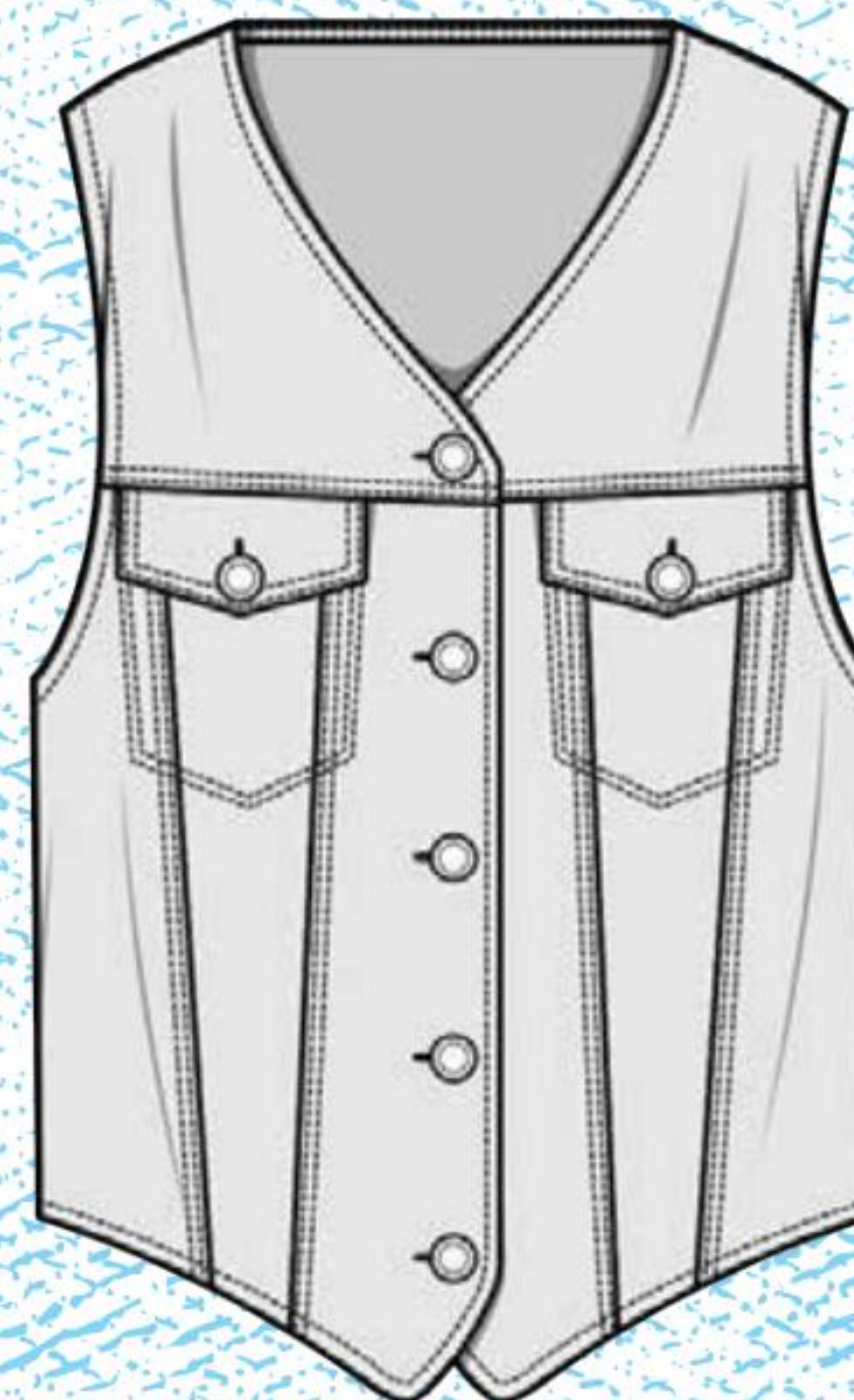


Women's Key Items

1990s high-rise jean



Corset dress



Sleeveless jacket



Key Items



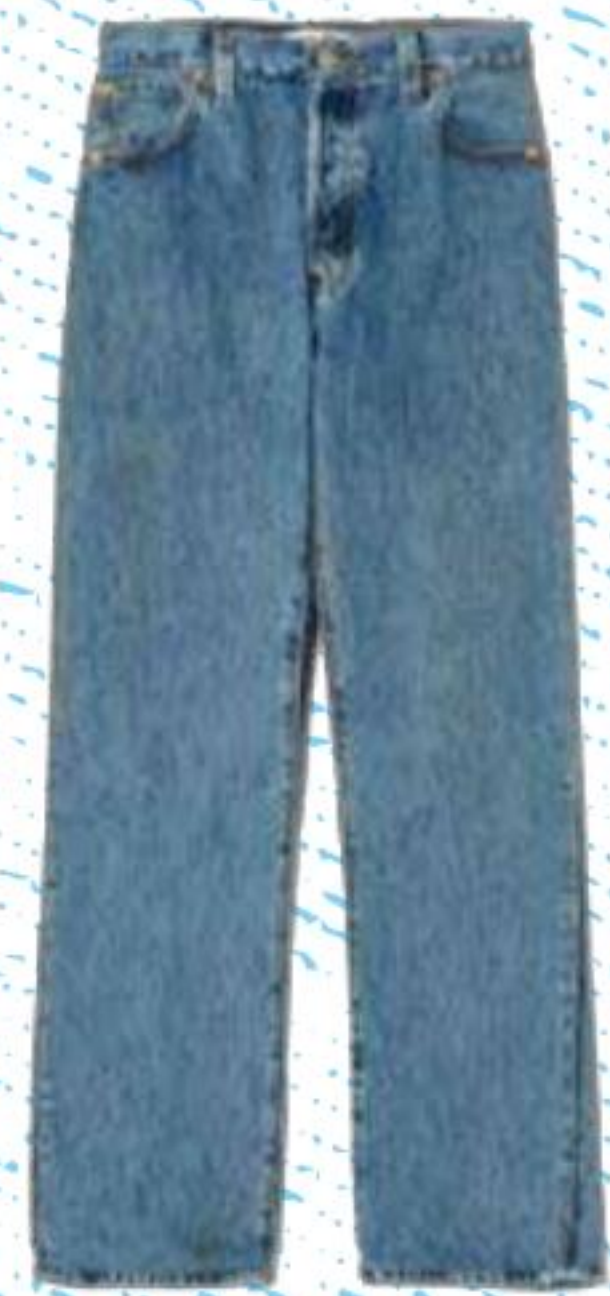


Key Items





Key Items





Key Items





R|Elan™
Fabric 2.0
Kooltex
www.r-elan.com

- Transports sweat to fabric outer surface
- Spreads sweat over a larger area
- Sweat evaporates swiftly
- Feels cool & fresh

Reliance Industries Limited
www.ril.com

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R|Elan™
Fabric 2.0
FeelFresh
www.r-elan.com

- Permanently anti-microbial to inhibit bad odour
- Embedded silver technology reduces bacterial growth
- Ag+
- Easy care

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www.ril.com

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R|Elan™
Fabric 2.0
GreenGold
www.r-elan.com

- Environment friendly
- Made from 100% post consumer PET bottles
- Traceable manufacturing process

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R|Elan™
Fabric 2.0
EcoGold
WITH CÍCLO
www.r-elan.com

- Bio-enhanced to protect the Earth's eco-system
- Sustainable technology to reduce waste accumulation in landfills and oceans
- Environment-friendly & Easy care

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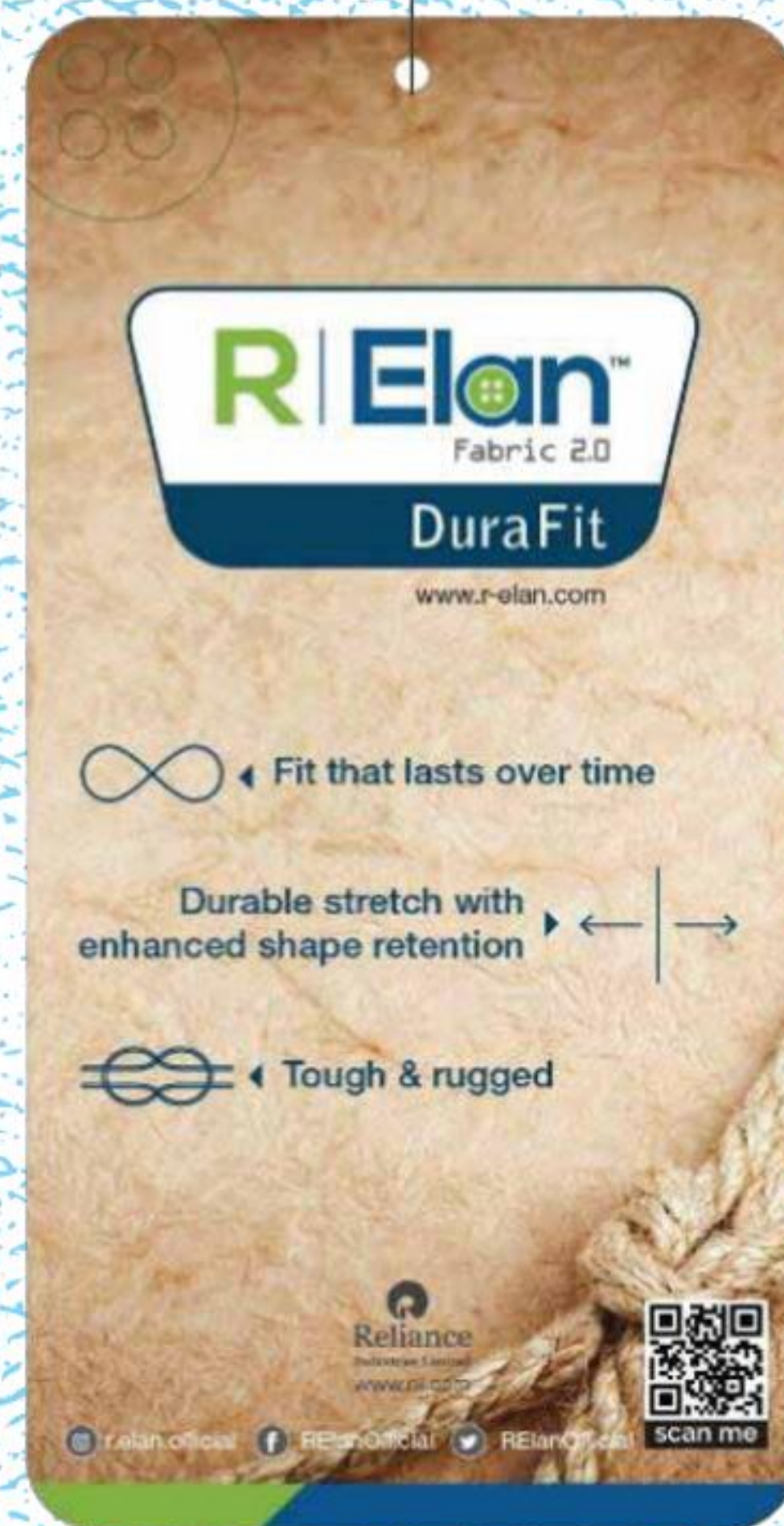


R|Elan™
Fabric 2.0
SuperFeel
www.r-elan.com

- ◀ Soft & luxurious feel
- Excellent fabric drape ▶
- ◀ Easy care

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Fashion & Lifestyle
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R|Elan™
Fabric 2.0
DuraFit
www.r-elan.com

- ∞ ◀ Fit that lasts over time
- Durable stretch with enhanced shape retention ▶ ◀ ▶
- ◀ Tough & rugged

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R|Elan™
Fabric 2.0
AirLite
www.r-elan.com

- Lightweight due to unique hollow structure ▶
- ∞ ◀ Long Lasting Comfort
- Easy care ▶

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R|Elan™
Fabric 2.0
AllClima
www.r-elan.com

- ☀️ ☁️ ☕ ☁️ ◀ Comfortable in all climates
- Stay cool in hot weather ▶ ❄️
- ◀ Keeps you warm in cold weather
- Easy care ▶

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R|Elan™
Fabric 2.0
AirTherm
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- ◀ Warm and comfortable
- Lightweight due to unique hollow structure ▶
- ◀ Easy care

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Reliance Industries Ltd. (RIL) is India's largest private sector company with activities spanning hydrocarbon exploration and production, petroleum refining and marketing, petrochemicals, retail and digital services.

RIL is the top-most ranked company from India to feature in Fortune's Global 500 list of 'World's Largest Companies' – currently ranking 96th. The company stands 71st in the 'Forbes Global 2000' rankings for 2019 – top-most among Indian companies. It ranks 10th among LinkedIn's 'The Best Companies to Work For In India' (2019).

Reliance is one of the largest integrated producers of Polyester fibres and yarns in the world.



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