

# SHOWCASING VERSATILITY OF OUR FABRICS VIA NEW COLLECTIONS AT THE **Lakmé Fashion Week** WITH NOT ONE BUT TWO DESIGNERS THIS SEASON!



Six 5 Six

For its 11<sup>th</sup> season at LFW, R|Elan™ collaborated with not one but two budding designers Two Point Two by Anvita Sharma and Six 5 Six by Avni Aneja who presented their collection at our marquee show that was held at Jio World Gardens, Mumbai from 9<sup>th</sup>-12<sup>th</sup> March.

While Two Point Two created a collection called '**A Warriors Journey**' comprising of **22 ensembles using 50% Kooltex & 50% SuperFeel**, Six 5 Six created a collection called 'Uniform' comprising of **16 ensembles which were made using 50% sustainable fabrics - EcoGold & GreenGold and the remainder being Kooltex & SuperFeel**.

The collections were predominantly consisting of **Athleisure, Streetwear & Activewear** & both designers have presence on E-comm where their garments can be bought directly.



Two Point Two

R|Elan™ **GreenGold** is fabric made from 100% post-consumer PET bottles and uses efficient, sustainable and certified manufacturing practices. It has become one of the most sought-after fabrics among leading brands, retailers, fashion designers and style enthusiasts.

R|Elan™ **EcoGold** is bio-enhanced to break down into natural elements and plays a huge role in saving fashion waste from piling in landfills.

R|Elan™ **Kooltex** is a hi-performance fabric that is specially engineered to impart unique fibre profile and it keeps you cool and dry.

R|Elan™ **SuperFeel** is an aesthetic fabric that has excellent drape with premium hand feel.



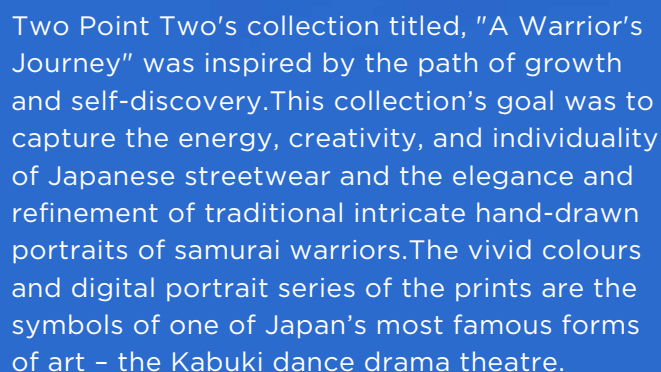
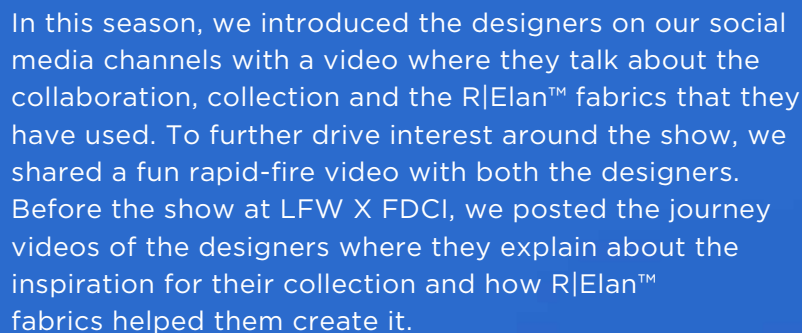
# Leveraging Our Participation

## AT THE LAKMÉ FASHION WEEK COMPREHENSIVELY ON SOCIAL MEDIA

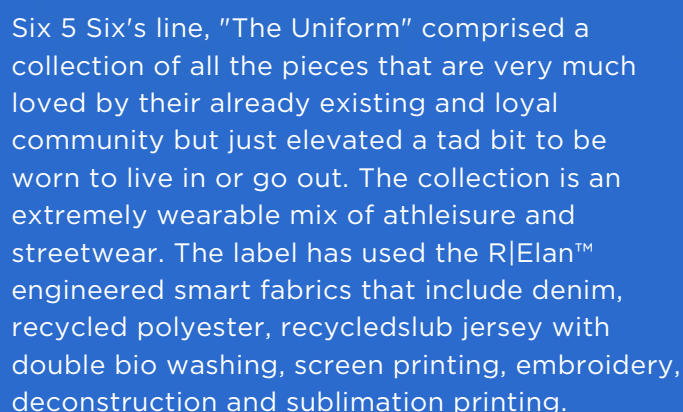
We launched our theme, Be:You on social media with an eye-catching 9-GIF grid. The theme was **thoughtfully conceptualised** keeping in mind the collections & designs of both the designers as well as what we wanted to promote as a brand.







**“This is the first time I am using denim and when I heard how it is made and how it is sustainable, I was super excited to explore and work with the fabric.”**



“What better than to be able to work in collaboration with R|Elan™ and their incredible sustainable fabrics! My collection is titled Six 5 Six ‘The Uniform’ and it is testament to the fact that sustainable fabrics don’t translate into boring clothes.”

Post the show, we shared the highlights on stories as well as snippets of the collection as posts. We re-shared all the stories that we were tagged in by those who attended the show as well as re-shared the posts of all digital publications.



We re-shared posts and stories of 13 digital publication on our stories.



## Our campaign performance numbers



**23.3M+**

People reached  
on social media



**3.62L+**

Users interacted with the  
content on social media



**24M+**

Impressions generated  
on social media



**1M+**

Total views generated  
on social media



# A SPECTACULAR COVERAGE OF Stellar Shows BY DIGITAL AND PRINT PUBLICATIONS

The visitors of both the shows at LFW X FDCI tagged us in their Instagram stories and posts during and after the show. Digital publications like elleindia, graziaindia, the.vogue.vanity, fashionvaluechain, thedesignersclass, and more shared their views on the collection by tagging us in their content.



The shows were covered by leading print media firms as well. News articles on the shows were published by Times News Network, The Hindu, ANI News, Fibre2Fashion, Free Press Journal, and more. We reshared these articles on LinkedIn and Instagram stories.

This season, hometown label Chamar was among three brands that participated in the Circular Design Challenge (CDC) — a platform for design entrepreneurs working in a circular fashion, an initiative by R|Elan (a sustainable fabric company), FDCI x Lakmé Fashion Week and the United Nations and the United Nations Environment Programme (UNEP).



Titled 'Blacking Boot Polish' the label's collection comprised XXL totes, handbags, belts, fringed overlays, collars and other accessories made from rubber recycled entirely from industrial leftovers, automotive scraps, and other discarded materials. Working with the Dalit community whose hereditary occupation is tanning leather, Sudheer Rajbhar, founder of Chamar, brought modernity to quotidian objects. Rajbhar's models walked down the runway dressed in all-black with their hands blackened — symbolic of the community's shoe shiners.



## Ode to Japan

Two Point Two's Anvita Sharma turned to Japanese streetwear for inspiration for her collaborative collection with R|Elan. Oriental prints of Samurai warriors and Kabuki dance drama theatre appeared on trench coats, shirts, and trousers. Known for her inclusive design approach, the clothes were gender-agonistic and size-inclusive — baggy and oversized blazers, layered and puffer jackets, knee-length robes and denim populated the line-up. Embroidered totes, duffle cross-body bags and sneakers enhanced with fabric trims amped up these looks.

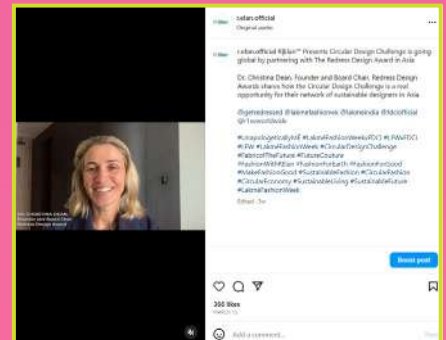
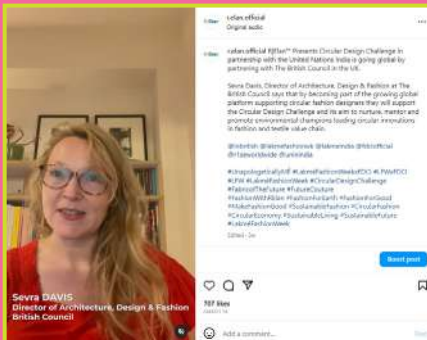
# Circular Design Challenge

## GOES GLOBAL ON ITS 5-YEAR ANNIVERSARY!

Circular Design Challenge, India's Largest Sustainable Fashion Award celebrated its **5-year anniversary** on Day-1 Sustainable Fashion Day at Lakmé Fashion Week Sr'23 held at Jio Gardens, Mumbai.

In addition to its 5-year Anniversary CDC also announced that it is **going Global**.

This was supported by video bytes from 3 international partners i.e., **British Council UK, The Berlin Fashion HUB Berlin & The Redress Design Award Hong Kong.**



Mr. Hemant Sharma, Sector head, Polyester, Reliance Industries Limited made the big announcement at the showcase at LFW at Jio World Garden, Mumbai. He said, **“Encouraged by CDC’s success in India and unprecedented international interest especially from the leading global countries, we are committed to expand this initiative across the globe.”** He was accompanied by Mr. Shombi Sharp, UN Resident Coordinator in India and Mr. Jaspreet Chandok while making the big announcement. To celebrate this milestone, 3 alumni designers/participants, **Iro-Iro, Doodlage & Chamar** put up an amazing collection showcasing sustainable fashion.



Mr. Jaspreet Chandok, Mr. Hemant Sharma, Mr. Shombi Sharp



The showcase for each of the designers started by sharing their journey and how R|Elan™ presents Circular Design Challenge in partnership with United Nations India had impacted and encouraged them.



Doodlage's collection was inspired by nostalgia taking everyone back to simpler and greener times. The label explored recycled material and upcycled post-industry waste through this collection. Child-like floral drawings for prints and denim printed with fabric information made their latest collection, irresistible.

## Kriti Tula

Founder, Doodlage

“There's no other portal that promotes circularity, and at this point in time when sustainability is taking leadership from India globally, it is important to find and recognise the designers and give them the platform.”



Chamar's collection brought warmth and embrace of animal hides to rubber recycled from industrial leftovers, automotive scraps, and other discarded materials. The collection mobilized the philosophy of sustainability underlying the leatherworking practices of the Chamar community to compose useful items for daily life: bags, backpacks and wallets.

## Sudheer Rajbhar

Founder, Chamar

“Let us continue to celebrate and uplift those who challenge societal norms and redefine what it means to be fashionable.”



Iro Iro's collection, "pyaar" upcycled materials through indigenous craft practices in a multitude of colours to make exchangeable clothing, accessories, and footwear that can be shared by people to express their love for each other.

## Bhavya Goenka

Founder, Iro Iro

“What is amazing about a platform like Circular Design Challenge is that it is making circularity and circular design aspirational for younger designers.”

# HOW THE CIRCULAR DESIGN CHALLENGE WAS PRESENTED ON Social Media

To celebrate our 5 years and to announce our plans to go global from the next season, we created a 3-image grid on Instagram, with messaging that read 'CDC Is Going Global.' We announced our association with the 3 exciting young alumni designers at Lakmé Fashion Week X FDCI with a 5-image grid. We also reshared a video on social media handles that was dedicated to the milestone, **'5 Years of CDC'**.





We created excitement around the show with a sneak peek of the collections of the 3 alumni designers - Iro Iro, Chamar & Doodlage. The show was telecast LIVE! on our social media handles as the show took place. After the show, we posted snippets of the collection in the form of carousel posts via LFW and FDCI re-shares. We had created 'Journey Videos' of all the three designers in which they spoke about their design journey and how R|Elan™ presents Circular Design Challenge in partnership with the United Nations India has provided them a platform and encouraged them. We shared the videos on our official social media pages. Post the big announcement at the show, video bytes of our international partners were played which we posted on social media. We re-shared posts and stories of 9 digital publications and visitors who had tagged us during the show.

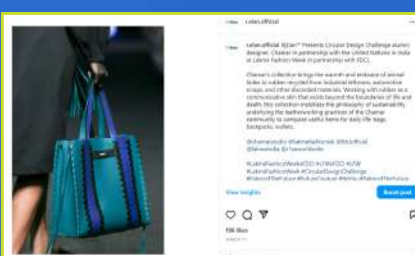
## A sneak peek of the collection



## Live stream of the show



## Social media posts of the collection and the show



## Our campaign performance numbers



23.7M+

People reached on social media



24.6M+

Impressions generated on social media



3.83L+

Users interacted with the content on social media



8.09L+

Total views generated on social media

# Artistic & Creative Installations

## AT THE VENUE TO ENGAGE WITH THE COMMUNITY AT THE EVENT

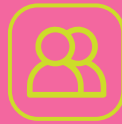
We created a show stopping Fabric Display showcase in the Exhibition Area at the Lakmé Fashion Week for designers and other vendors to engage in discussion about our fabric offerings. Our showcase was in the shape of a tree which was made from Fabric and lit with lamps created out of used PET bottles. Our guests and partners approached the beautiful design and many promising and engaging conversations took place around it. We also created a Photo Op with our LFW theme Be:You that centered around the promotion of R|Elan™ GreenGold. The photo op was a throne made of used PET bottles that conveyed the message: 'Sustainable Change Starts With Me'.

A dedicated photographer was available to give away physical pictures to everybody that came & took pictures alongside the throne as a takeaway from the brand. A total of 498 pictures were given away in the 4 days of the event.





# Overall Performance Numbers



**47.02M+**

People reached  
on social media



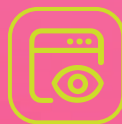
**48.7M+**

Impressions  
generated on  
social media



**7.45L+**

Users interacted  
with the content  
on social media



**1.8M+**

Total views  
generated on  
social media

