

# R|ELAN™ SHINES AT LAKMÉ FASHION WEEK WITH TWO UNFORGETTABLE EVENTS



'R|Elan™ X Pankaj & Nidhi' collection 'Artfluence' showcased exquisite couture designs by the impeccable designer duo Pankaj & Nidhi using five cutting-edge fabrics by R|Elan™ at Lakmé Fashion Week Summer/Resort 2020



R|Elan™ once again, in association with IMG | Reliance successfully partnered with United Nations Environment Programme to organize India's biggest award for sustainability in fashion, Circular Design Challenge 2.0





Shraddha Kapoor

## R|ELAN™ X PANKAJ & NIDHI 'MAGNIFIVES' WITH 'ARTFLUENCE'

In an iconic showcase at Lakmé Fashion Week Summer/Resort 2020, R|Elan™ presented its newest couture collection made in collaboration with leading designers Pankaj & Nidhi. 'R|Elan™ x Pankaj & Nidhi' collection 'Artfluence' is a fresh, contemporary spring-summer collection made with cutting edge R|Elan™ Fabrics and extraordinary design craftsmanship of Pankaj & Nidhi.

For the first time, a collection showcased five state-of-the-art R|Elan™ Fabric innovations on the Lakmé Fashion Week Summer/Resort 2020 Runway. R|Elan™ SuperFeel accentuated the luxurious pieces of the collection with its superior finesse and indulgent touch and feel properties. With R|Elan™ FreeFlow's soft, fluid properties, the designers were able to enhance silhouettes. R|Elan™ KoolTex with sweat control benefits helped bring athleisure performance innovation to feminine summer dresses. R|Elan™ FeelFresh with anti-microbial, odour-free properties brought never-before-seen science to couture. The showstoppers of the collection were both R|Elan™ GreenGold and Shraddha Kapoor, who walked the runway in dark denim made with sustainable R|Elan™ GreenGold fabric made of 100% recycled bottles and an off-shoulder, cubic illusion top with Pankaj & Nidhi's signature woven lattice fringes and iridescent embellishments. She expressed delight at the aspect of sustainability strengthened by R|Elan™.

“ My look is one of my most favourite things, which is iridescence and the fact that there's sustainability involved is a super cool step by Pankaj & Nidhi and R|Elan™. ” - Shraddha Kapoor



“ The ArtFluence collection is a stunning fusion of world-class fabric technologies with unmatched art of fashion. The beautifully-designed clothing will make the wearer comfortable, confident and happy in giving back to the Mother Earth by becoming a part of sustainability and circularity movement. ”

- Hemant D Sharma,  
Head Polyester Sector,  
Reliance Industries Ltd



Nidhi

Pankaj

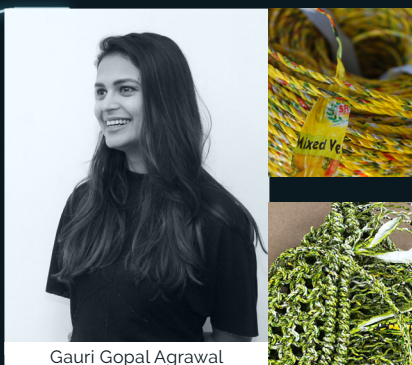
“ It was a revelation for us. We've been in this business a long time, but such amazing fabrics being made in our own country with such amazing technology. Thank you R|Elan™ for bringing it to us. ”

- Pankaj

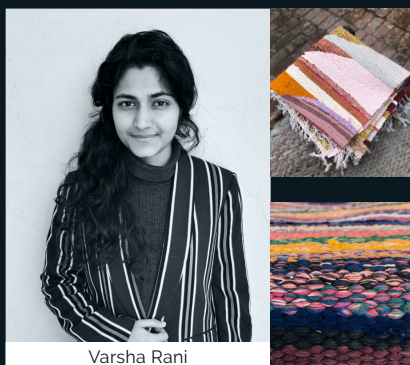


# INDIA'S BIGGEST AWARD FOR SUSTAINABILITY IN FASHION CIRCULAR DESIGN CHALLENGE RETURNS

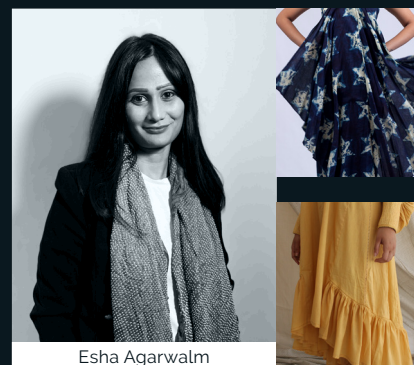
R | Elan™ in association with IMG | Reliance proudly partnered once again with the United Nations Environment Program for the second edition of India's biggest award in sustainable fashion - Circular Design Challenge at the Lakme Fashion Week Summer/Resort 2020. It encourages upcoming designer labels and fashion entrepreneurs to achieve sustainability in fashion and through Circular Design, a design philosophy that eliminates wastes by reusing and recycling the products.



Gauri Gopal Agrawal  
Skilled Samaritan



Varsha Rani  
Off-Grain



Esha Agarwal  
Chambray & Co



Malai



Cancelled Plans

The award attracted more than 400 applications, out of which five finalists were chosen - Gauri Gopal, Skilled Samaritan; Varsha Rani Solanki, Off-grain; Esha Agarwal Chambray & Co.; Susmit Chempodil and Zuzana Gombosova, Malai; and Mallika Reddy, Cancelled Plans. These finalists showcased their collections to the final jury.



The final jury comprised of elites from the industry: B.S Nagesh, founder of TRRAIN and the chairman of Shopper's Stop; Max Gilgenmann, a senior consultant on marketing sustainability; Mickey Boardman, editorial director, Paper Magazine; Divya Dutt, programme manager, United Nations Environment Programme; and David Abraham, director, Abraham & Thakore. This esteemed jury would deliberate and decide the final winner.

The winners Circular Design Challenge 2.0, Susmit Chempodil and Zuzana Gombosova of the label 'Malai', bagged the grand prize of ₹20lac and their own showcase at Lakme Fashion Week Summer/Resort 2020. Their venture boasts of a newly developed biocomposite material made from entirely organic and sustainable bacterial cellulose, grown on agricultural waste sourced from the coconut industry in Southern India.





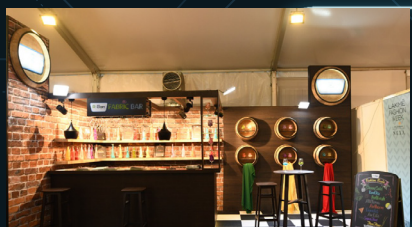
# R|ELAN™ GREEN PHOTOBOOTH CAPTURES IMAGINATIONS OF LEADING INFLUENCERS AT LAKMÉ FASHION WEEK SUMMER/RESORT 2020



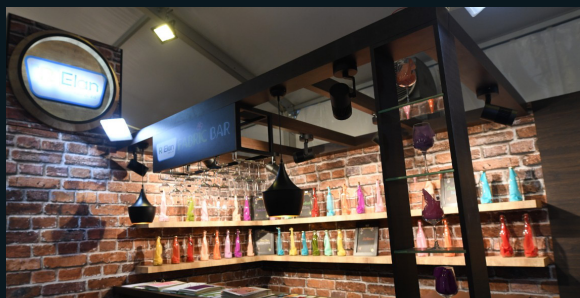
To encourage participation, R|Elan™ installed The Green Photobooth. The green cycle and foliage symbolize recycling and responsible use of natural resources. Hundreds of attendees stood in front of the cycle and took back the printed photo souvenirs. Over 150 people tagged R|Elan™ official id as a show of love towards the installation.



# R|ELAN™ FABRIC BAR MAKES IT LARGE AT LAKMÉ FASHION WEEK SUMMER/RESORT 2020



LFW SR'20 got a taste of some fine fabric cocktails at the fabric experience gallery R|Elan™ Fabric Bar. The installation, modelled after a bar in ambience, was successful in creating a unique experience. The R|Elan™ Fabric Bar grabbed the attention of designers and attendees to the diverse range of R|Elan™ fabrics.



WITH INSTAGRAM AS KEY DIGITAL CHANNEL FOR R|ELAN™ AT LAKMÉ FASHION WEEK SUMMER/RESORT 2020 CAMPAIGN, THE INITIAL NUMBERS ARE ALREADY SOARING

