

R|ELAN™ NOW IN A PROTECTIVE AVATAR



With health becoming the prime focus and priority in the current times, R|Elan™ has stepped into an active new role of 'hi-performance protection'. It is actively collaborating with different brands and companies to manufacture high performance face masks that ensure superlative consumer safety and comfort. It is also enabling the creation of 'hi-performance PPE kits' for the frontline healthcare professionals who are battling the pandemic incessantly.

Some of the notable collaborations and their results are listed below:

Proline – Reusable Protection Mask



PROLINE

REUSABLE PROTECTION MASK

MASK WITH 3 LAYER TRIPLE PARTICLE FILTRATION SYSTEM

AVAILABLE IN PACKS OF 2 AND IN VARIOUS COLOURS

**Anti-Dust
Anti-Pollution
Anti-Bacterial**

MADE USING ANTIBACTERIAL FABRIC

EVER FRESH | **R|Elan**

GRAB YOURS TODAY!

R|Elan™ FeelFresh™ is working with Proline to make Reusable Protection Masks with three-layer triple particle filtration system under the EverFresh brand name. These masks not only hamper bacterial growth, but also protect users from dust and pollution. They are available in multiple designs on Proline's e-commerce platform – <https://www.prolineindia.com/masks>



Loyal Textile Mills – Supera Shield™ Range

Loyal Textile Mills has launched the Supera Shield™ range of the world's first reusable PPE kits, masks and range of apparel by using R|Elan™ FeelFresh™ in its Triple Shield technology for protection against viruses and bacteria.

RavesAXN – Antimicrobial Masks

Rishi Fabrics, an R|Elan™ HEP, has launched masks under its apparel brand RavesAXN in association with R|Elan™ FeelFresh™. These special masks have embedded silver technology making them inherently antimicrobial. They will be available in multiple designs on different ecommerce platforms like Amazon, Flipkart and Shopclues.




3 Pcs PACK

TECHNO SHIELD+ V2.0

LIGHT WEIGHT, ANTIVIRAL, EASY BREATHE FABRIC MASK

Powered by **R|Elan™**

Technology Provider: **HealthGuard™**

Soft adjustable Silicone Head Strap – perfect fit & comfort

Soft Latex Free Anti-microbial Headband straps

99.94% EFFECTIVE AGAINST CORONA VIRUS*

TECHNOSPORT®

TechnoSport® - TechnoShield Masks

TechnoShield masks have been developed by TechnoSport® in partnership with R|Elan™ Kooltex™. These masks are antiviral and lightweight, allowing users to breathe easily. R|Elan™ Kooltex™ enables enhanced moisture management technology to help address the problem of profuse sweating while wearing masks, thereby, keeping the wearer cool, dry and comfortable.

R|ELAN™ FEELFRESH™ – FASHION WITH A PROTECTIVE EDGE

Good health has become the new normal today, across the world. It has now become incumbent on fashion to accept this reality and adapt to it. R|Elan™ FeelFresh™ has just come up with a new range of 'health-first' fabrics that would help power a new range of fashionable masks and protective apparel, while adding more effectiveness to PPE kits. These fabrics have been engineered with specially embedded silver technology that inhibits bacterial and viral growth – a pressing need for today's times.

***As per AATCC 100 - 2012 Test Method using MS2 Bacteriophage as surrogate virus - fabric was tested at BTS-Mumbai, Refer Test reports**

R|ELAN™ GOES THE EXTRA MILE – TO THE US AND EU

In today's times of instant gratification and technology-based solutions, R|Elan™ seeks to provide its users with an experiential understanding of its smart fabrics through innovative media. That's why, to specifically address the US and EU markets, new hangtags have been designed for R|Elan™ GreenGold™ and R|Elan™ Kooltex™ along with QR codes to enable interesting experiential marketing of these fabrics and their superlative benefits to the customers in these markets.

#BETTERFUTUREME CONTEST



The collective fight against the pandemic led to people being confined to their homes indefinitely. The sudden and drastic change in everyone's daily routine was met with changes in the behaviour of the people in general and as days became weeks and months. We thus came up with an effort to turn these difficult times into a source of inspiration, launching the #BetterFutureMe challenge on R|Elan™'s social media channels in April.

The idea was to view the new normal from a brighter, positive point of view and see this as an opportunity to inspire people to try new habits - new things to learn, a new book to read, cooking a new recipe, get fitter or just lead a healthier life.

As a part of this challenge, we asked people to share pictures, stories, videos of the activities they were taking up while being at home with us. We also asked them to share their experience and how it helped become a 'better future me' during these testing times. The challenge caught on with several R|Elan™ fans and started garnering immediate participation.



#BETTERFUTUREME CONTEST

THE CONTEST RECEIVED EXCEPTIONAL
RESPONSE FROM OUR AUDIENCE WITH

100+
ORGANIC ENTRIES

AND REACHED MORE THAN

17000 ACCOUNTS,
ON ALL THE 3 SOCIAL MEDIA
PLATFORMS COMBINED.



It became a source of inspiration for all fans and followers about how being at home could be so much more productive to us as individuals.



#ReuseRecycleWithRELAN Challenge



Celebrating the first-ever digital Earth Day on the 22nd April, R|Elan™ took it upon themselves to plant the seed of the idea that people can still do their bit for the Earth without having to leave their home. When faced with the reality that we are at the stage where resources are finite and immediate precautionary measures must be taken to guarantee the future availability of the same, every step taken towards a more sustainable future, no matter how insignificant it may seem, counts.

Adhering to our core principle of Reusing & Recycling, we created a host of 'Earth Tasks' that were unveiled on Earth Day as a part of the #ReuseRecycleWithRELAN Challenge. The tasks included activities like upcycling old fabric at home, cooking a dish with leftovers, putting together a donation box of old clothes, making face masks etc.

Users were asked to take up one or more of the listed 'Earth Tasks', share their results and tag R|Elan™'s official page in pictures/videos of them upon completion, for a chance to win a special prize. Additionally, we ran several digital posts related to the #ReuseRecycleWithRELAN Challenge in the form of tips, which opened up simple possibilities on how to reutilize old clothes into other things of value. We further amplified this challenge with video

inspirations from our CDC 2.0 finalists who became role models with their own examples of recycling and reusing at home.

#REUSE RECYCLE WITH RELAN CHALLENGE

The R|Elan™ Style Rep further contributed by showcasing ways in which fabrics and wardrobe waste can be reduced.

THE CHALLENGE RECEIVED MORE THAN
20 UNIQUE AND INNOVATIVE ENTRIES
ACROSS ALL SOCIAL CHANNELS

AND REACHED MORE THAN
7 LACS ACCOUNTS.



#RELAN X PERFORMAX

R|Elan™ x PERFORMAX™
Fabric 2.0 ACTIVEWEAR



NOW AVAILABLE ON
AJIO.COM
SHIPPING ALL OVER INDIA
(EXCEPT TO CONTAINMENT ZONES)

AGILITY

MEETS

AESTHETICS



R|Elan

x

PERFORMAX
ACTIVEWEAR

R|Elan™ in association with Performax has introduced a new line of performance clothing using R|Elan™ Kooltex™. The new brand partnership between the two was a brilliant opportunity to drive audiences to discover a fresh new activewear collection made with the superior fabric. With people being forced to stay indoors due to the ongoing global situation in hand and personal fitness getting the amount of importance and recognition it deserves, home workouts have been a keenly growing interest area. Our partnership with Performax couldn't have come at a better time.

WORK
IS
PLAY



R|Elan

x
PERFORMAX
ACTIVEWEAR

We took this opportunity to be the solution to this demand and developed the perfect mixture of functionality, performance and surreal comfort through our wide range of athleisure apparel that lets the wearer move freely and unrestricted during all their routines and reach their personal milestones. With R|Elan™ Kooltex™ engineered to transport sweat to the outer surface of the fabric and spread sweat over a larger area, every garment made with it enables faster sweat evaporation and leaves the wearer feeling cool and fresh.

#RELANXPERFORMAX

AT THE END OF OUR DIGITAL CAMPAIGN,
WE WERE ABLE TO REACH MORE THAN

1.5 MILLION ACCOUNTS,

RECEIVED ENGAGEMENT FROM MORE THAN

19000 PEOPLE,

WITH OUR POSTS LIKED BY MORE THAN

11000 PEOPLE,

OUR INSTAGRAM PROFILE VISITED BY MORE THAN

2600 PEOPLE,

AND GARNERED

6218 TOTAL LINK
CLICKS/SWIPE UPS

TO THE WEBSITE WITH

6209 LINK CLICKS

THROUGH POSTS AND

29 SWIPE UPS

TO THE WEBSITE THROUGH OUR BRAND PAGE'S INSTAGRAM STORIES.



#FEELSAFEFEELFRESH



R|Elan™ has tied up with Proline to create a range of attractive, high performance masks using our range of R|Elan™ FeelFresh™ fabrics. Today masks have become a necessary aspect of our daily lives and numerous brands have taken their own initiatives to launch products to cater to the audiences. Even with the wide array of options available in the market, there is widespread resistance for masks given the discomfort and inconvenience they cause the wearer, especially in a climate like India. That is where our tie-up comes into relevance. By combining the efforts of Proline and utilizing the superior benefits of R|Elan™ FeelFresh™, we designed masks that not only protect but also excel on comfort and aesthetic quotient.

The Proline Reusable Protection Mask is equipped with a three-layer triple particle filtration system and offers all the superior fabric qualities of R|Elan™ FeelFresh™.

The naturally breathable and light fabric is built with anti-dust, anti-pollutant and anti-bacterial properties all the while being embedded with silver technology that inhibits bacteria growth and provides long lasting protection. Additionally, the fabric boasts one of the lowest fibre carbon footprints globally, making the reusable masks, an eco-consciously developed product.

Furthermore, the product is built to suit and fit most face shapes. Its ergonomic design helps the user stay protected even when partaking in activities like exercising, cycling and even while riding a bike. The masks are available in an extensive variety of designs on Proline's ecommerce platform – <https://www.prolineindia.com/masks>

We have launched a digital campaign to make this exciting range visible to consumers and they are set to fly off the online shelves.



#RELANFORPROTECTION

In a move that truly answers the call of the hour, R|Elan™ has partnered with Loyal textile Mills Ltd. to develop reusable PPE (Personal Protective Equipment) kits and masks under the SUPERA SHIELD™ range using R|Elan™ FeelFresh™.

The primary thought behind the development of the SUPERA SHIELD™ range was to ensure that our healthcare personnel have access to proper safety equipment, that aids them to provide their crucial services without putting themselves at risk and to assure 100% protection to frontline doctors and healthcare givers.

The kit includes – **Coverall, Gown, Head cover, Face shield, Shoe cover & Nitrile gloves.**

This innovation was further enhanced with a face shield over goggles – a thoughtful design improvement that enabled the wearer to freely use his/her own visual aid for clear vision, focus and reading. The transparent PE shield guards the face with full protection, which allows clear vision, helping the healthcare personnel to work unobstructed and unfiltered.

The mask in the kit offers supreme comfort and breathability. The gear is designed with an unique multi-layer filtration technology; further, as an added layer of protection the masks have embedded silver technology making it inherently antimicrobial and inhibiting bacterial growth, which is an important and crucial addition that R|Elan™ FeelFresh™ fabric adds to its effectiveness, making the mask safe to wear for longer periods of time without having the fear of bacteria development. All in all, the SUPERA SHIELD™ range addresses the emerging needs of consumers in wellness and hygiene segment, by providing them with the quality safety equipment they deserve.

