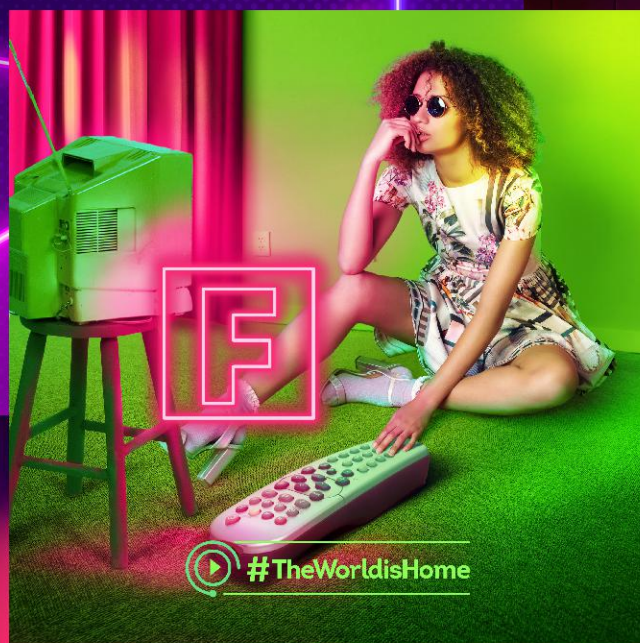


# WHEN #THEWORLDISHOME, R | ELAN™ MAKES A MARK WITH LAKME FASHION WEEK



What role do fabrics play in a year when fashion is indoors? R | Elan™ answered this and more with an all-new, season-fluid, digital edition of Lakme Fashion Week. Through the brand's pillars of superlative aesthetics, functional benefits, sustainability, easy care and comfort for the wearer, R|Elan™ helped the fashion community rediscover its salience as a high-fashion versatile fabric that they would love to wear.

With an all-new campaign, 'The World is Home', R|Elan™ fuelled the fashion world's need for exploration that has sustained even in the new normal. Our digital runway brought never-before explored discoveries in fashion and experiences, a slice of the new world straight to our homes.



## R|Elan™ X Pankaj & Nidhi Presents Talisman – An iconic wear-at-home collection

R|Elan™ collaborated with the famous designer duo Pankaj & Nidhi for the second time to showcase its newest collection at the first-ever digital edition of Lakme Fashion Week 2020.

The new collection 'Talisman' has been developed with a special vision and a hope for a brighter future, fulfilling a need for clothing that is comfortable to wear at home or to work, to holidays and happy times.

'Talisman' has been made with cutting edge R | Elan™ Fabrics and extraordinary design vision of Pankaj & Nidhi. The designers have used the most remarkable fabrics of the future such as R | Elan™ GreenGold, made with 100% recycled PET bottles and others such as R | Elan™ FeelFresh with anti-microbial properties and R | Elan™ Kooltex which helps the wearer keep feeling cool and comfortable for a long time.

The collection showcased comfortable jumpsuits, easy dresses, bomber jackets and others in striking patterns and sharp cuts, thus creating a mélange of irresistibly wearable garments







## A Sustainability Showcase for the future – 'Malai' – Winner of Circular Design Challenge 2

R|Elan™ 'Fashion For Earth' partnered with IMG | Reliance & the United Nations Environment Program to unveil the winning collection 'Malai' from the 2nd edition of India's biggest sustainable fashion award - Circular Design Challenge at the first-ever digital Lakme Fashion Week.

'Malai' is a biocomposite material made from the agricultural waste of South India's coconut industry, offering a viable alternative to non-sustainable materials.

In order to capture the richness of local flora in their prints, Malai collected leaves, plants & flowers which were then used to create an original cyanotype – or "Sun prints". The outfits were made from a handloom mundu fabric made by the weaving communities in Kerala, thus taking care of more than one aspect of circular design & sustainability in fashion.





## Keeping Style 'Safe At LFW' - R|Elan™ Masks protect health at Lakme Fashion Week

With R|Elan™'s innovation in masks, we continued to celebrate the behaviour change of wearing masks and staying safe by supplying our masks for all the offline preparations for LFW. These were captured through a range of photos and videos with the #SafeAtLfw promise from R|Elan™



## At-home audience gets a chance to feel like a Showstopper - The 'Showstoppers at Home' Giveaway

With the first-ever digital Lakme Fashion Week, we made each fashion lover at home feel like the showstopper of R|Elan™ X Pankaj & Nidhi show by encouraging them to style themselves as a Showstopper at Home and participate in our campaign with a chance to own fashion accessories from the collection. The designer duo created special fashion accessories from the collection using R|Elan™ fabrics for this purpose. The activity generated 3 million+ impressions, reached 3 million+ users and received 31 entries.



## R|Elan™ introduces a New Mon-Fri Dress Code when #TheWorldisHome featuring top Fashion Influencer

The new R|Elan™ X Pankaj & Nidhi collection 'Talisman' embodies the clothes people need when #TheWorldisHome

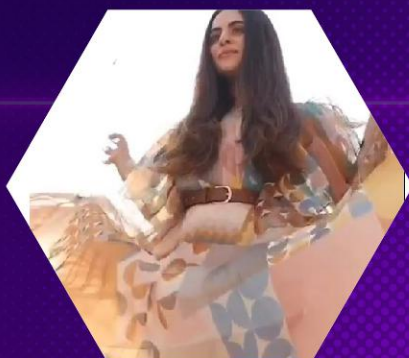
5 of the most iconic fashion influencers on social media put together a wear-at-home fashion style guide for each of the 5 days of the week, showcasing the comfort and versatility of the fabric along with the beauty of the design through a vibrant gallery of personal testimonials of photos and videos.



House of Misu  
in R|Elan™ X Pankaj  
& Nidhi creation made  
using R|Elan™  
FeelFresh fabric



Juhi Godambe  
in R|Elan™ X Pankaj & Nidhi  
creation made with  
R|Elan™ FeelFresh fabric



Shereen  
in R|Elan™ X Pankaj & Nidhi  
creation made with  
R|Elan™ GreenGold fabric



Natasha Luthra  
in R|Elan™ X Pankaj & Nidhi  
creation made using  
R|Elan™ GreenGoold fabric



Santoshi Shetty  
in R|Elan™ X Pankaj & Nidhi  
creation made using  
R|Elan™ FeelFresh fabric

With Instagram as a key digital channel for R|Elan™ at the first-ever digital Lakme Fashion Week 2020 campaign, the initial performance has already surpassed noteworthy benchmarks.

