

## RIELAN™ EXPANDS FOOTPRINT TO INTERNATIONAL MARKETS WITH INCREASING DEMAND FOR FUTURE FABRICS



With increasing attention from global brands seeking partnership, RIElan™ Fabric 2.0 is expanding into overseas markets to provide better access.

While RIElan™ has always had overseas customers, who sought the brand for its innovative fabric offerings, it had not actively promoted itself in global markets to expand its footprint and engage customers within those markets.

Now, the brand has taken its first step to extend its footprint into the Asian market and has led with a print-based campaign in Bangladesh through leading textile-oriented publications, Textile Today and Textile Focus. For this purpose, two special eye-catching ads were developed for RIElan™ GreenGold, the eco-friendly fabric that has been finding many takers across markets.

The two ads for RIElan™ GreenGold highlight its eco-friendliness through an interesting claim of 'Reborn from waste for the higher purpose of fashion' through its USP of 'made from recycled PET bottles'. For this, they use devices such as an android that represents the 'future aspect of the brand' while the PET bottle-head shows the origin of the 'recycled fabrics'.

With this campaign, RIElan™ would aim to reach out to customers in different countries who would be keen on partnerships to imbibe the fabric innovations that would be offered by RIElan™ Fabric 2.0.

# RIELAN™ ENGINEERS AN INNOVATIVE RANGE OF ECO-FABRICS

RIElan™ Fabric 2.0, fabrics of the future, has now come up with an innovation that is possible only by a brand possessing cutting-edge technological expertise and state-of-the-art R&D. After establishing its credentials as a sought-after fabric choice by renowned domestic and global brands, retailers and garment manufacturers, it is now offering a new range of innovative fabrics.

RIElan™ currently offers over ten fabrics, each a unique offering with a specially focused benefit – eco-friendly through recycling, moisture management, odour management, all-weather comfort, lasting fit, lightweight warmth, etc. We are now exploring the concept of offering more to the customer, by offering more than one technology in one fabric. We are now launching a new set of engineered eco-friendly fabrics with specialised functionalities, like eco-friendly with moisture management, eco-friendly with thermal management, eco-friendly with all-weather comfort, etc.

These new fabrics will involve the fusion of existing technologies in multiple combinations and will offer a bigger bouquet of benefits and advantages to the garment wearer. Each of these 'smarter' fabrics is a fusion of the advantages of two different RIElan™ fabric technologies.



FABRIC 2.0  
SMART BLENDS,  
SMARTER FASHION



We are introducing a range of three such fabrics that are a fusion of the eco-friendliness of RIElan™ GreenGold with three other technologies.

RIElan™ GreenGold | RIElan™ Kooltex

RIElan™ GreenGold | RIElan™ AirTherm

RIElan™ GreenGold | RIElan™ AllClima

With these new fabrics, RIElan™ will explore the next level of eco-fashion that is enhanced for performance.



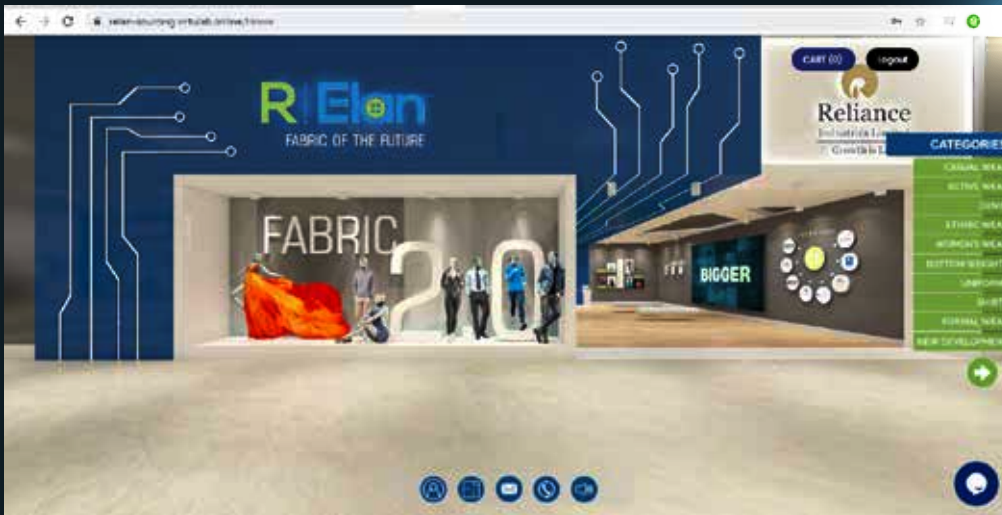
In keeping with its USP, RElan™ Fabric 2.0 is rolling out a new initiative that will enable customers and even consumers to experience the brand and its fabric offerings through a virtual interface without leaving the safety of their homes.

RElan™ Virtual Lab is a digital replication of the actual studios and experience centres we had created across the country. It would give a similar 'walk in and engage with the fabrics' kind of feel to the visitor.

**FABRIC OF THE FUTURE ENABLES  
'ONE-STOP VIRTUAL SOURCING SOLUTION'**



While the pandemic scenario was the impetus for the development of the Virtual Lab, the online format would help extend the access of the brand to its customers globally 24X7 thus enabling faster interactions between customers and the business teams.



Keeping customer experiences in mind, we have classified our fabrics in different garment categories like Denim, Activewear, Casualwear etc for ease of understanding. Within these categories, customers will be able to select fabrics under different growth engines, such as the Denim section can cover multiple growth engines like RElan™ Green-Gold, RElan™ Kooltex, RElan™ FeelFresh, RElan™ SuperFeel, RElan™ DuraFit etc.



Customers would be able to select required fabrics and add them to the cart so that we could share sample swatches with them accordingly. RElan™ Virtual Lab is now live and would be eventually developed into a one-stop shop for all fabric sourcing requirements of brands and garment manufacturers.

Visit RElan™ Virtual Lab at <https://relan-sourcing.virtulab.online/>



# R|ELAN™ - SPRINGBOARD FOR UPCOMING FASHION TRENDS

## DENIM TREND BOOK

As the thought leader for 'future fashion', R|Elan™ is encouraging the seeding and development of upcoming fashion trends in its own interesting way.

We have started creating design trend books for different categories of apparel, based on forthcoming trends in apparel fabrics, types and colours. At a macro level, each design trend book would showcase the trends identified for the overall category, which would influence the development of specific apparel.



## ACTIVEWEAR TREND BOOK

These trend books are expected to help apparel designers and developers. They would be shared with brands, garment manufacturers and other value chain partners. These trend books would be of use to both domestic and international customers as they are based on global fashion trend forecasts.

We expect these trends books to be immensely useful to our clients, and thus become immensely popular - enabling us to assume stronger thought leadership of the positioning of 'fabrics of the future'.



RIE|Elan™ pioneered a new milestone in sustainability thought leadership at the recent Lakme Fashion Week (LFW) through the RIE|Elan™ Award for Excellence in Circularity.

Instituted specially to recognise a significant contribution towards newer and significant developments in circular fashion, the RIE|Elan™ Award for Excellence in Circularity was awarded to one of the finalists, Ashita Singhal of Paiwand, for her outstanding innovation in circular fashion.

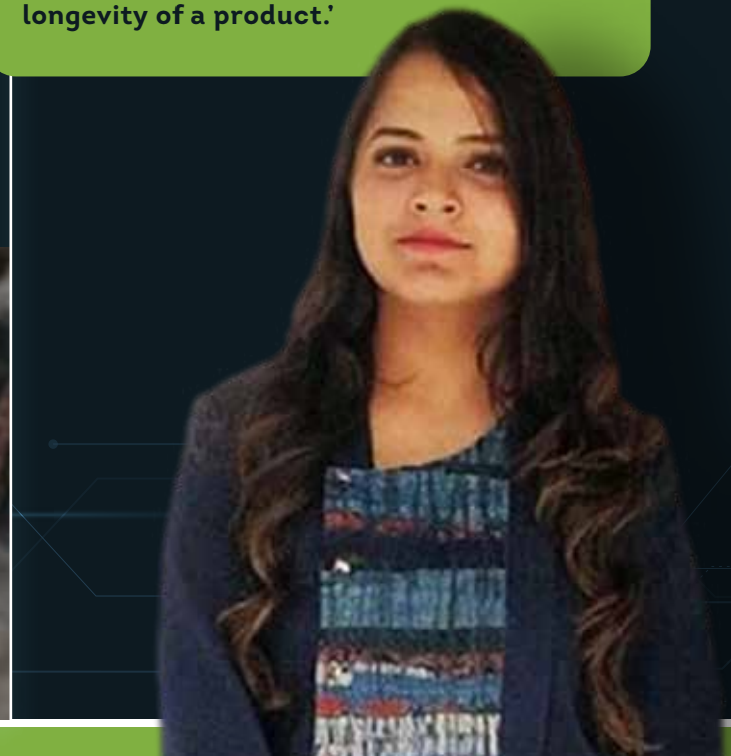
Ashita will receive a certificate and special recognition for her contribution to the Circular Economy. She will also have an opportunity to work with the RIE|Elan™ team to create a unique textile / product / collection using her innovation along with RIE|Elan™ GreenGold fabric and the outcome would be promoted at on the Lakme Fashion Week and RIE|Elan™ handles.

The RIE|Elan™ Award for Excellence in Circularity will open new opportunities for collaboration with the fashion world to boost the brand's sustainability quotient. It would also build a direct IP for the brand for increased salience and open a channel of innovation for future opportunities.

## ENCOURAGING NEW TALENT IN SUSTAINABLE FASHION:

## RIE|ELAN™ AWARD FOR CIRCULARITY

Commenting on her recognition, Ashita Singhal said, **'A more circular industry will require a collective effort. Companies should adopt sustainable design models from working with recyclable or biodegradable materials to making timeless clothing. Emphasis should be given on increasing the longevity of a product.'**





## R|ELAN™ X PERFORMAX

### SUCCESSFUL PARTNERSHIP FOR THE SECOND TIME IN A ROW

The social media campaign that was launched in collaboration with activewear partner Performax a few months back, was extended with yet another campaign to improve salience for the Performax activewear range, and also drive traffic to the Spring Summer Collection 2021 powered by R|Elan™ Kooltex fabric.

The results of the campaign have been heartening with substantial milestones - a reach of **2.4M+** people through social media, with about **2.5M+** impressions generated leading to **18.8K+** social engagements and a website traffic of **3K+** link clicks as well as **3K+** profile visits.

