

Birla Cellulose Introduces 'LIVA' Brand Selects Kangana Ranaut as the Brand Ambassador

The event held in Mumbai also showcased a fashion show 'Panchtatva' followed by five elements which included work of designers like James Ferreira, Narendra Kumar and Anita Dongre. The highlight of the showcase was show stopper Kangana Ranaut who walked the ramp in a gorgeous LIVA creation.



Adesh Gupta (Whole Time Director, Grasim), K. K. Maheshwari (Group Business Director, Fibres and Textiles, and Managing Director, Grasim), and Rajeev Gopal (Chief Marketing Officer) at the launch of the 'Liva' Brand in Mumbai

In the age of innovation and fast fashion scenario, there is always a need for new concepts and ideas for making fashion valuable. Working on the same principle, Birla Cellulose from Aditya Birla Group recently did a grand launch of its new age fabric brand, LIVA with their new stylish brand ambassador Kangana Ranaut. The launch was held in Mumbai in an extravagant evening in presence of leading fashion designers, brands, retail chain, partners and media.

'LIVA is a new age fabric that is natural, fluid, and fashionable which infuses fluidity into the garment. The group also announced the launch of Liva Accredited Partner Forum (LAPF), a group of Spinners, Fabricators and Processors who have developed the capability to offer good quality and

innovative products (yarns, greige & finished fabrics) made up of BC fibre/BC fibre blends. The fabrics made by such partners/value chain would be termed promoted and marketed to Garment Manufacturers, retailers & Brands and consumers as 'LIVA'.

During the press-conference K.K. Maheshwari, MD, Grasim Industries and Group Director, Textiles said, "This is indeed a defining moment for us as we take another major step forward in the continuing journey of Birla Cellulose towards achieving greater heights of excellence and growing leadership globally". He said that the business, long-term, has a great future and that Viscose Staple Fibre once reckoned as a commodity was increasingly moving to raise its share of value added products and solutions.

Liva intends to be a very simple but very meaningful and attractive proposition of "Natural Fluid Fashion. Maheshwari, hosted the show with leading fashion designers and industry stalwarts from textile and retail segment. Some of the designers who were seen at the evening were Wendell Rodricks, Puja Nayyar, James Ferriera, Jatin Kochhar and Anita Dongre.

On the occasion, Kumar Mangalam Birla, the Group's Chairman shared, "The Pulp and Fibre business is an integral part of our group. Over the years, it has contributed significantly to our growth and has taken a remarkable position in terms of global presence. We enjoy a leadership position with over 20% of the world market share. Over the last three years alone our investments have been in



excess of Rs.4,300 crores and our capacities have scaled close to 1 million tonnes per annum. As a Group, we have always been customer-centric and VSF continues to move ahead of the times”.

The Chairman also highlighted that the group believes in being customer centric and that is why its consumer brands are over Rs 60,000 cr. “With the launch of LIVA, our endeavour is to establish the same connect with the end consumer (who in the Viscose Fibre business is several steps removed from our operations) and while doing that take the entire value chain along with us.” averred Birla.

“Firstly, we needed to create a distinctive and relevant end-consumer promise. With years of experience and several intense rounds of understanding consumers, we have found one that we believe resonates strongly with their desires and beliefs,” added Maheshwari. The second major step taken was the setting up a strong Design Studio backed by a powerful Technical Research and Development Centre. “They are geared to working with the value-chain to bring forth every season,

new innovations that are in trend and which consumers and trade-partners will see as being really “in fashion”, remarked Maheshwari. Elaborating further, Maheshwari spoke of how the Birla Cellulose team has been working closely with a large number of value-chain partners, including spinners, fabricators and processors.

“We have created a new partnership concept, called the **Liva Accredited Partner Forum, or LAPF**, that is an integral part of this ingredient brand. We are working closely with them in areas of technical support, design development, supply chain and market development. We have **over 250 partners now in the Forum**”, informed Maheshwari.

Liva will be available with leading brands and retail like Van Heusen women, Allen Solly women, Global Desi, Chemistry, F-109, Pantaloons and Lifestyle. In the first season of national launch, Liva will reach over 50 cities and 1,000 outlets with approximately 2 million garments, tagged with Liva. Liva’s consumer appeal is being topped with Kangana Ranaut as the brand ambassador.



ITMA 2015
www.itma.com
12 - 19 NOVEMBER
FIERA MILANO RHO
MILAN, ITALY

SOURCE SUSTAINABLE SOLUTIONS

@ the world's largest integrated textile and garment manufacturing technologies exhibition

200,000 sqm exhibition space
Over 1,500 exhibitors from more than 40 economies
100,000 in visitorship from over 140 economies

- Latest technologies and innovations for the entire value chain
- Technical textiles application area
- Research and Innovation Pavilion
- World Textile Summit, Textile Colourant and Chemical Leaders Forum and Nonwovens Forum
- ITMA Sustainable Innovation Award 2015

Plan your trip early. Order your visitor badge online and save!

TECHNICAL TEXTILES

SPINNING
KNITTING & HOSIERY
WEAVING
NONWOVENS
COLOURANTS & CHEMICALS
BRANDING

FIBRE AND YARN

WINDING
TESTING
EMBROIDERY
PRINTING
FINISHING
RECYCLING

GARMENT MAKING

LOGISTICS

SOFTWARE
RESEARCH & INNOVATION

Milan, the city of fashion and culture, welcomes you to ITMA 2015!

Show Owner



CEMATEX

Organiser



MP Expositions Pte Ltd

CEMATEX Associations

ACIMIT (Italy)	GTM (Netherlands)	TMAS (Sweden)
AMEC AMTEX (Spain)	SWISSMEM (Switzerland)	UCMTF (France)
BTMA (United Kingdom)	SYMATEX (Belgium)	VDMA (Germany)

Visit Us Now

