



BIRLA CELLULOSE presents SS16 collection, “FREE BY NATURE “at PREMIER VISION 2015, Paris

From plantation to fashion and lifestyle, Birla Cellulose is a name that is touching lives across the world. With plantations, factories and marketing offices it reach out to many countries, making an impact on the global textile and non-woven businesses. It started as a vision of the US \$40 Billion Aditya Birla Group that foresaw the opportunity and availability of fibres and identified the need for a suitable natural, man-made fibre that would eventually take the textile world by storm.

It gives us a great sense of pride to say that Birla Cellulose is a world leader in viscose staple fibre with 4 plants in India, one each in Thailand, Indonesia and China giving it a lion’s share of the market. The fibre units have full integrations within the group for Pulp with plants, one each in India and Sweden and three in Canada, caustic soda and captive power. Birla Cellulose is the umbrella brand for Aditya Birla Group’s Cellulosic fibre offering Birla Viscose, Birla Modal, Birla Excel, Birla Spunshades and Birla Micro Viscose fibres as sub brands.

Birla Cellulose continuously conducts consumer research in main consuming markets of Europe, China, India, and Indonesia. Our research has shown that viscose is appreciated for its comfort and fluidity, being a fibre with a natural heritage. Led by the desire of leading global brands and retail, Birla Cellulose pioneered trends and forecast by working closely with design consultant, Mr. Sandy McLennan, East Central Studio London and lifestyle patterns of WGSN. The trend collection every season, is consumer aligned and highlights the choice to have more of nature based fibres in the consumer’s wardrobe.

The **Spring Summer 2016** Collection is presented at Première Vision Yarns, Paris. The **over-arching theme of the SS16** collections is focused around nature, and in particular consumers’ desire to care for nature and live a natural lifestyle. Birla Modal and Birla Spunshades which have immaculate sustainability and fashion credentials have been leveraged in individual collections namely **‘Forager’ & ‘Discipline’**.

Both themes highlight the structural uniqueness and the tech interface of Birla Modal blended fabrics, uniquely with Cupromonium, viscose filament yarn, etc. It has a wide array of structures in dobby, weaves, jacquard in fine and medium counts. Perfect for fashion. These structures add a design quotient hitherto not tried and leave a footprint on fashion with performance.

The **Forager** collection is focused around the concept ‘less is more,’ helping meet the growing demand for sustainable living that values nature and is keen to nourish rather than harm it.

Birla Modal – Amicor blended knit structures have antibacterial features which combines fluidity with functionality. Made with Amicor acrylic the product also is light weight, easy care and nice to feel. Also Birla Modal – Coolmax blended active wear has moisture management with comfort features for Women’s wear and Men’s wear. Birla Modal has a natural tendency to be cool in summer and warm in winter, having been made from choicest wood pulp. Birla Modal – Natural dyes collection brings in an additional layer of sustainability.

Birla Spunshades value for knitted Tops and legging in a manifold range of seasonal colours coupled with a sustainability pitch by saving in water, chemicals, auxiliaries and energy has been the hallmark of this collection.

‘Discipline’ collection, inspired by the concept of ‘the critical balance,’ as consumers increasingly look to pursue the “right kind of luxury that is enjoyed responsibly and taken seriously. The collection features Birla Modal fibre with a double benefit, a sustainable attribute as a cellulosic fibre extended through the use of natural dyes and hand block printing techniques, meaning that there is minimal technology interface, and that the fabric is produced naturally.

Birla Cellulose presents the Spring Summer 2016 at Première Vision Yarns, Paris from 10th – 12th Feb’15 in Hall 5, Stall No 5L84.

For further details contact:

Mr. Manohar Samuel | 91-970 20 47 283 | manohar.samuel@adityabirla.com
Mr Nikhil Sukthankar | 91-970 20 36 462 | nikhil.sukthankar@adityabirla.com