

Birla Cellulose leverages 'Liva' proposition at 61st NGF



Birla Cellulose, the flagship company of the Aditya Birla Group recently launched Liva, a new age fabric brand in line with consumer needs. Leading Bollywood diva Kangana Ranaut is the brand ambassador of Liva and had been part of the Liva launch in Mumbai. Made from natural cellulosic fibres using wood pulp, a natural resource, Liva lends fluidity, comfort and fashion quotient in clothing.

Birla Cellulose being the world leader in manmade cellulose fibre industry is increasingly engaging with the end consumer directly as well as through leading garment brands in India like Global Desi, Allen Solly Women, Chemistry, Pantaloons, Van Heusen, Fusion Beats, 109F, Lifestyle, etc. In the past four months, consumers have looked for the Liva tag in garments and experienced the Liva fabrics designed in numerous styles by these brands.

In the 61st National Garment Fair organised by CMAI in Mumbai, Birla Cellulose promoted Liva fabrics in line with their SS16 collection. These fabrics had a high ting of innovation in line with consumer trends forecasted by international design consultants.

The innovations had unique blends like Modal Wool, Amicor Modal, Cuprammonium Modal, as much as a play of Dobby and Jacquard structures.

Birla Cellulose had also launched a unique concept called "Liva Accredited Partner Forum" - (LAPF), of aggregated partners in March 2015. LAPF is a community of spinners, fabricators and processors who work closely with Birla Cellulose on innovation, quality and technology to deliver Liva fabrics to consumers.

Top leaders from the textile industry like Rahul Mehta, director-Creative Garments and president-CMAI, Anita Dongre, creative director-AND Designs, Prashant Agrawal MD – BRFL and many others shared their experiences.

In the 61st CMAI exhibition, LAPF was represented by 6 members. Gokultex Prints, Surat, an innovation leader in natural fabrics, shared its exquisite collection in pure Modal, CuproModal in manifold weaves, designs and prints. Mercury Fabrics, Delhi, showcased viscose & Modal knitted prints unique with flora and fauna in brilliant colours as an innovation of Liva for the premium and mass markets. Winsome Yarns, Chandigarh, a premium speciality

spinner and knitter, shared its Spring Summer & Autumn Winter collections of viscose and Modal knits in 100 per cent and unique blends with super fine cotton, wool, silk, etc. Ujjwal Textiles, Surat, pioneers of spun viscose yarn warp structured fabrics in Surat, uniquely styled through single yarn sized with high end technology. SVG Knits, Mumbai presented Ponte De Roma Knits which were imported earlier. This was a major innovation in Liva, in addition to viscose and Modal blended knit wear.

The LAPF is a 250 member's strong and growing group to be the best in class in the textile industry with support on design development, technical innovation, vendor management, marketing and consumer insights offered through a systematic programme by Birla Cellulose. Liva fabrics would be made available to quality focused brands across the country. Co-promotion will also be rolled out in a phased manner through Tagging, for which a qualification matrix has already been worked out.

Liva fabric has been a vital ingredient in the entire gamut of fashion - western wear, skirts, kurtis, palazzos, etc.