

# Birla Cellulose adding value in China

Showcases Innovation in Birla Modal & Birla Spunshades at Intertextile Shanghai

Birla Cellulose, a division of the \$40 billion Aditya Birla Group and a world leader in speciality viscose staple fibres (VSF) is expanding its collaboration in China. As part of that exercise, it is participating at Intertextile Shanghai Apparel Fabrics from October 13- 15, 2015, the company said in a press release.

Seven leading Chinese collaborative partners of Birla Cellulose too are exhibiting collections leveraging Birla Cellulose fibres. They include; Frontier Spinning Mills, one of the largest producers of spun yarns for the knitting and weaving industries in the world and Hangzhou Anchao Trading Co.,Ltd, a leading spinner of specialty dyed yarn on MVS technology.

Other partners are Shinehoo Textile Industrial Co.,Ltd, a leading sweater yarn producer based on eco-friendly Spunshades and supplier to leading brands; a leading textile company with presence in weaving and spinning with a focus on dyed yarns and Zhejiang Hengzhilu Fibre Co.,Ltd, a renowned spinner in top dyed mélange and blended yarn catering to knitting segment.

The fifth is Zhenlun Spinning Co.,Ltd, an internationally renowned spinner of viscose fibres having presence in all types of spinning technologies such as Siro, Siro Compact, Open End and MVS and lastly; Dongying Runfeng Cotton Co.,Ltd, an upcoming spinner of viscose and modal fibres, catering to high end inner wear market in Guangdong.

With a wide array of speciality manmade cellulose fibres (MMCF) in their basket like, Birla Viscose, Birla Modal, Birla Excel and Birla Spunshades, the Company will be showcasing its Liva Autumn/Winter 2016-17 Collection along with two other group companies and six value chain partners.

One group company, Thailand-based **Thai Acrylic Fibre Co. Ltd**, a leader in the acrylic fibre space will be presenting their innovation in anti-microbial fibres; Amicor. The other is **Aditya Birla Yarns**, who will display yarn innovations with unique blends and special features mainly leveraging viscose and Modal.

**Sachin Malik, Head Sales & Marketing (China)** stated, "We are delighted to have innovations in Birla Modal & Birla Spunshades in applications such as leggings, bed linen, casual trousers, knitted and woven tops by working alongside partners, for both, China and the global market.

The **Liva Autumn/Winter 2016-17 Collection** is focused around the theme of art and the world of artists and there is a definite look which is far from the ordinary and which was the inspiration for the two lines, namely; Canvas and Gallery.

The **Canvas** collection celebrates art and craftsmanship and is inspired by the art movement which consists of finding out the new expressions of art using eco-sensitive materials. The featured fabrics of the collection include, Liva Spunshades Mélanges which offer eco-friendly spun dyed fibre, unfading colours and uniformity. The Canvas line also has fabrics made from Liva Modal Amicor which offers antibacterial properties with lasting hygiene and fresh feel, while Liva Modal Indigo carries natural dyes with sustainability as the key feature and Liva Spunshades Thermolite which provides warmth and has different structures like plating, fleece, pique and more.

The **Gallery** collection celebrates the garment as a canvas by adding intricate details, while, the basic with a 'twist' look is complimented by rich fabric blends. The featured fabrics of the collection include Birla Modal fibre in its pure form in structures and rich blends. Others include; Birla Modal wool fibre offering warmth with comfort; Liva laces offering a rich look with varied designs, prints and bonding; Birla Modal high twist fabrics giving crepe effects and Birla viscose/modal blended fibres offering metallic sheen and a range of varied digital prints and two faced plating and hombre.

"The inspirations drawn from consumer interactions and brands have made us balance nature and fashion in our Autumn/Winter 16/17 collection," said **Manohar Samuel, President-Marketing and Business Development** at Birla Cellulose.