

Birla Cellulose, Sandy Macleenan tie-up for latest trends

Thursday, 05 December 2013



Birla Cellulose is collaborating with Sandy Macleenan, fabric specialist to get international trends to India. The collaboration aims to bring never seen before or exclusive trends to the country. Macleenan with his knowledge on trends and international insights plans to adapt them to Indian sensibilities.

A creative partnership for new trends



The collaboration will also look at all the various possibilities of using cellulosic fibres. Macleenan feels the Indian market is massive with loads of categories. It has enormous potential and Birla Cellulose as a fashion forward company and pioneer in the fabric category has a huge role to play.

To achieve the desired results, Birla Cellulose is leveraging its human resources to make things from scratch and R&D is being carried at their units. Macleenan reveals, "We are not replicating but learning and inventing things in a way within this R&D facility. The aim is to produce a range of things which kind of mutates the trend that we started with and arrives looking exactly the same towards the end as it was in the beginning because of several influences and then we can package it into hardcore merchandising trends that can be made ready to sell for people to buy at retail level."

Apart from the domestic market, Birla Cellulose is also looking at showcasing its trends on a global

platform. This collaboration will further look at bringing out a credible and believable collection matching the standards of Birla Cellulose. It is just the beginning and certainly a step towards beginning a dialogue on the global platform. "I am interested in seeing how trends get linked into business and become like an amplifier, they become a thing that generates more discussion, more noise, creates more interest and generates real things which will be in the end the value of what we do to make things that people want," adds Macleenan. He further adds, "At one point Birla Cellulose would be turning its vision towards the rest of the world to supply into other markets, more northern markets and the product will in the end mutate into creating a much more strong seasonal contrasts."

Talking about his expectations from India, Macleenan says, "My expectations from my relationships here is to upgrade what is currently available by making it more and giving it more beauty, a little bit more of an intrinsic feel to the fabric rather than decorative so that you are looking at core qualities that are really upscale which means it is more uniformed, more perfect, quality being more consistent by not adding more price but adding quality to it."