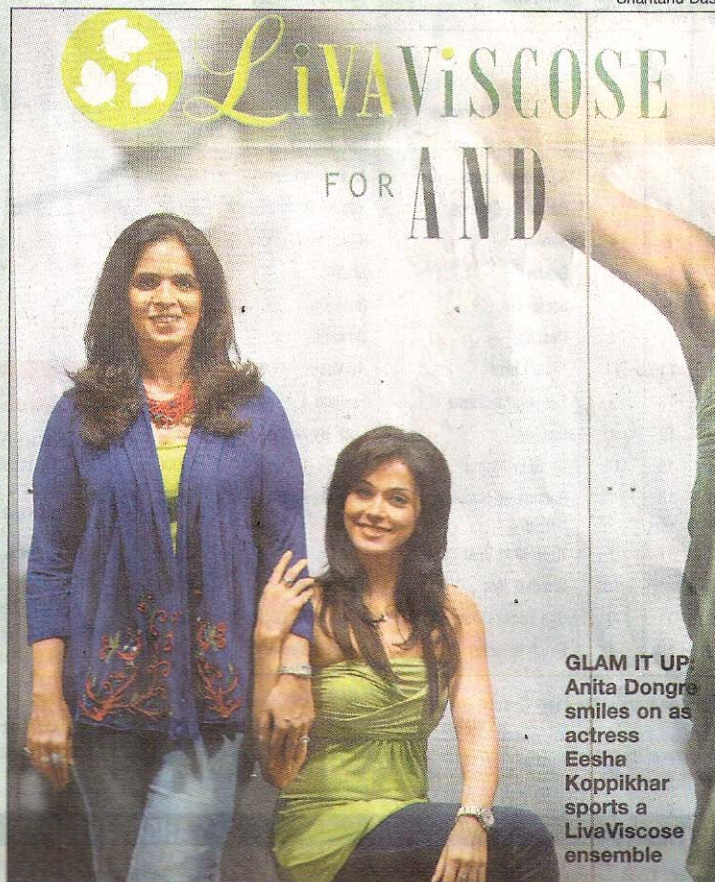


GREEN AND GLAM!

...that's the new-age mantra, suggests
designer Anita Dongre

Shantanu Das



GLAM IT UP!
Anita Dongre
smiles on as
actress
Eesha
Koppikhar
sports a
LivaViscose
ensemble

NIMISHA TIWARI
Times News Network

"I am all for organic ensembles," said perky actress Eesha Koppikhar as she cheerfully dons a pretty summery number from the LivaViscose collection which is available at all AND outlets in India. Designer Anita Dongre, Creative Director of AND, is quick to tell the actress about how this collection is unique in a green, organic manner. "This is indeed an exciting turn in Indian fashion. By going green, one can choose to remain glam. The Greco-inspired collection in soft flowing fabrics with masterful draping is designed to bring glamour into everyday lives," she said.

And Anita explained further, "The material used for this collection is made of LivaViscose fibres which have this unique property of bringing about extreme softness, luster, drape, and comfort. This line crafted from nature's wonder fibre offers the Indian woman an unmatched blend of comfort and style, making her everyday moments turn glamorous."

Interestingly, organic ensembles for every woman in pocket-friendly points will be a reality in India now thanks to the collaboration between Anita Dongre and Birla Cellulose, the umbrella brand of the Aditya Birla Group's cellulosic fibre business.