

Birla Cellulose AW16/17 Collection – Balances Nature and Fashion

Birla Cellulose, a world leader in man-made cellulose fibers has embarked on a trend collection for AW 16/17 to inspire leading global brands and retail. This collection purely uses Viscose and Modal Fibres in core and innovation and has been the outcome of collaboration with International fabric design consultant, Sandy McLennan of East Central Studio, London, WGSN forecasts and Birla Cellulose design team. The fine quality Fabrics were developed at the state - of - art Textile Research and Application Development Center (TRADC) of Birla Cellulose.

The AW 16/17 collection is focused around the theme of art and world of artists. On one side, artists are like workers wearing denim, functional clothing and on the other side they are sophisticated art presenters. Either way there is a definite look which is far from the ordinary, which was the inspiration for our collections - 'Canvas' and 'Gallery'.

"The inspirations drawn from consumer interactions and Brands have made us balance nature and fashion in our AW16/17 collection", said Mr Manohar Samuel, President-Marketing and Business Development of Birla Cellulose.

The '**Canvas**' collection celebrates art and craftsmanship. It is inspired by the art movement which not only consists of finding out the new expressions of art using eco - sensitive materials, but also recognizing design in most common objects. Work wear that allows the artist to breathe, stretch and have free movement is the focus of this collection.

The featured fabrics of the collection range from - Birla Spun shade Mélanges or bonding offers the wearer eco-friendly spun - dyed fibre, unfading colors and uniformity. It gives a modern twist to functional wear. Birla Modal Amicor which offers antibacterial properties that provides long - lasting hygiene and fresh feel. Birla Modal Indigo carries natural dyes with sustainability as the key feature. Birla Spunshade Thermolite provides warmth and has different structures like plating, fleece, pique and more.

The '**Gallery**' collection showcases art pieces worn for the occasion. The true sense of art lies in sharing. Art events or galleries are not only the perfect places to experience great creations, but also to meet the interesting minds involved in it. Treating the garment as our canvas and adding details as a painting, we have created 'the basic with a twist' look complimented by rich fabric blends. The look does not shout out loud but consists of details which are interesting, without over powering the sanctity of the occasion.

The featured fabrics of the collection ranges from - Birla Modal in its pure form in structures and rich blends, Birla Modal wool offering warmth with comfort, Liva Laces offering a rich look with varied designs, prints and bonding, Birla Modal high twist fabrics giving crepe effects, Birla Viscose/Modal offering Metallic sheen and a range of varied digital prints, two faced plating and hombre.

Take a journey with us through the Birla Cellulose AW16/17 fabrics, trends and Looks ... get enchanted!

To find out more, write/talk to:

Mr. Nikhil Sukthankar - +91 9702036462 | nikhil.sukthankar@adityabirla.com