

LIVA creates Fashion Niche in knitwear city

10th - 12th September, 2015 – India International Yarn Exhibition

Time and again Birla Cellulose has been in the news for its innovations, initiatives and collaborations. With its clear focus on sustainable fashion, Birla Cellulose is continuously strengthening its commitments towards the textile fraternity through LIVA and its partner forum called LIVA Accredited Partner Forum.

LIVA has been completely transforming the way we think about fashion in textiles, by creating an exceptional fabric keeping in line with the consumer tastes and demands across all segments. Being a vital ingredient in the gamut of fashion wear - Western, Skirts, Kurtis, Palazzos etc, Liva SS16 for knits was showcased at Yarnex, the India International Yarn Exhibition at Tirupur from 10 to 12 September, 2015 at India Knit Fair Complex,

Tirupur is clearly the leading knitwear hub in India consuming upwards of 1300 tonnes per day of yarn. Though the focus has been on cotton in the past, Tirupur has increasingly innovated in man-made cellulosic fibres & its blends. Birla Cellulose has partnered leading knitwear manufacturers and wet processors and brought out garments in viscose spandex, cotton viscose, viscose polyester, cotton modal and 100% modal fabrics. These have been supplied to most of the leading brands across the world.

LIVA SS16 knitwear collection was showcased at Yarnex which had technological innovations, a few of which were

- Birla Modal in blends with spandex, cotton, Amicor, wool, linen, PSF ,PTY
- Spun dyed viscose in 100% and in multicoloured melanges with potential to save water & energy and emit no effluent load
- Siro compact yarns in viscose and modal exclusively offered by Winsome Yarns, Chandigarh & Rangavilas, Coimbatore

LIVA Accreditation Partner Forum (LAPF) members showcased their viscose and modal yarns and fabrics with an assurance of 100 % quality, inspection & service. LAPF is a community of Spinners, Fabricators, & Processors who work closely with Birla Cellulose on innovation, quality & technology to deliver LIVA fabrics to consumers. LAPF essentially exemplifies value propositions based on five strategic pillars of *design and development support, technical Support, vendor management support, global marketing & buyer links and market information support*

Commenting on the occasion, Mr. Nalawade - Category Head (knits) said, " *Our journey of collaboration with leaders in Tirupur has been most satisfying as we not only have great viscose based knit wear but we are also part of leading brands.*"

Mr.Natrajan - Regional Head (South) said "I was *particularly happy to see our LAPF partners showcasing their innovations like Siro compact viscose & modal, superfine modal, spun dyed vortex, viscose-viscose melange and specialty cotton modal slubs at Yarnex.*"

Finally, it can be said that over a small period of time, LIVA has made a niche for itself in the Indian domestic fashion space. The company foresees huge potential in knitwear segment and it believes they need to get aggressive in-terms of marketing its products. With **LIVA** they believe they have the right tool to reach places

To find out more about LIVA, LAPF and its associated programmes, write/talk to:

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