



Alcis Sports collaborates with designer Narendra Kumar to launch Alcis X Nari powered by R|Elan™

*R|Elan™ GreenGold infuses sustainability, technology and
style to Alcis X Nari collection*

Alcis X Nari powered by R|Elan™ - 'My Earth My Style'

- ***Gymwear & athleisure intersect at Alcis X Nari with a special focus on fashion and sustainability***
- ***Alcis X Nari is made using R|Elan™ GreenGold fabrics – manufactured recycling post-consumer PET Bottles***
- ***Alcis X Nari features latest R|Elan™ Kooltex technologies infusing Dry-Tech, Anti-Odour, Anti-Static, Anti-UV and Light X properties to the collection***
- ***Alcis X Nari powered by R|Elan™ showcased at Lakme Fashion Week Summer/Resort 2019***

Alcis Sports, a cutting-edge Indian performance wear brand, has collaborated with ace athleisure designer Narendra Kumar aka Nari for an exclusive collection of sustainable gym cum workwear under the label Alcis X Nari powered by R|Elan™ which was presented at Lakme Fashion Week Summer/Resort 2019, today.

Alcis X Nari powered by R|Elan™ collection epitomizes “My Earth My Style” with an aim to infuse a responsible fashion among those who have a discerning sense of fashion albeit with a conscience.

Alcis X Nari powered by R|Elan™ is made using R|Elan™ GreenGold, one of the greenest fabrics in the world - manufactured recycling used PET Bottles. R|Elan™ GreenGold based garments offer the latest innovations that garment manufacturing has to offer. Alcis x Nari powered by R|Elan™ collection is a strong, durable, trendy at the same time sustainable, making it an environment-friendly and an absolutely safe.

Alcis X Nari powered by R|Elan™ has used the most advanced fabrics made from using R|Elan™ Kooltex technology that infuses moisture management, anti-



odor, anti-static, anti-UV and light X properties in the collection. The collection is specifically de-signed keeping in mind Indian lifestyles and weather conditions.

The Alcis X Nari powered by R|Elan™ collection has three broad sections of Gymwear, Casual Workwear and Yoga / Outdoor wear, where each piece can be worn in the gym and same can carry one to the work, making a statement of effortless yet conscious athleisure fashion. The signature prints inspired by Indian textiles art, coupled with Narendra's trademark detailing in contouring, tailoring and sleek style makes Alcis X Nari powered by R|Elan™ collection to stand apart in the category. Narendra Kumar's style signature in using sharp silhouettes imprint on T-shirts, Joggers, Bombers, Blazers, Layered Jackets and leggings makes Alcis X Nari powered by R|Elan™ collection much sought after athleisure line that provides sense of " 'My Earth My Style' to the wearer.

Roshan Baid, Managing Director, Alcis Sports said, *"Consumers in India are increasingly getting environment and sustainability conscious, which is getting reflected in their choices of what they are eating and wearing. At Alcis Sports we take the pride of using the world's one of the greenest fabrics, R|Elan™ GreenGold in more than 90% of our range which is contributing to our nature in a big way."*

"Today's activewear increasingly blurs the boundaries between sport, work and travel. The R|Elan™ technology at the helm makes it possible to make it a norm for the everyday adventurer performance wear. Alcis X Nari powered by R|Elan™ collection has been made keeping in view the varied needs of the next gen youth who are health conscious and sports enthusiasts and wants to wear their attitude at work" Mr Baid Added.

Narendra Kumar, renowned fashion designer said, *"As the next gen customers are becoming more aware about the benefits of sports and exercise on health, there is a need to create an attire that blurs the divide between sportswear and casualwear. In Alcis X Nari powered by R|Elan™ we have used the greenest fabrics in the world that also enhances performance and aids in comfort quotient. We have captured the next gen's aspirations of conserving our environment and the mother earth in our athleisure Alcis X Nari collection. The collection truly captures the sentiment in a unique style."*



Due to the innovation-based R|Elan™ fabrics the improvements is possible in enhancing performance and functionality, in such a way that the garments have become more breathable, light-weight and odour-proof. Product categories are becoming fluid as the line between indoor and outdoor activities are blurring with latest styles and technologies makes it possible to be ready for the different environments and conditions.

Commenting on Alcis X Nari powered by R|Elan™ collection **Mr Mr Hemant D Sharma, Head Polyester Sector, Reliance Industries Ltd.** said *“We are amazed to see Alcis X Nari collection as it truly accentuates the performance enhancement, aesthetic, sustainable quotients of R | Elan fabrics. I have no doubt in my mind that the collection will aspire today’s modern health conscious youth. We at Reliance always work to develop solutions that exalt performance, comfort and sustainability. The R|Elan™ GreenGold fabric, which has been used in the collection is made out of recycling used PET bottles and we are proud that we are India’s largest recycler, converting over 2.2 billion used PET bottles into GreenGold every year.*

For any media queries, please contact –

IMG Reliance

Yasmin Ranijiwala

Yasmin.Ranijiwala@imgreliance.com

Edelman India

Cynara Pinto - +91 77387 15363

Cynara.Pinto@edelman.com

For Live updates and more on upcoming season, follow Lakmé Fashion Week on social media platforms:

Twitter: @Lakméfashionwk

Instagram: Lakméfashionwk

Facebook: <https://www.facebook.com/LakméFashionWk?fref=ts>

YouTube: <https://www.youtube.com/user/LakméFashionWk>

About Lakmé Fashion Week:

Lakmé Fashion Week is jointly organized by Lakmé, the No.1 cosmetics and beauty services brand in India and IMG Reliance Pvt. Ltd., leaders in sports, fashion and entertainment marketing and management.

Lakmé Fashion Week has been conceived and created with a vision to “Redefine the future of fashion and Integrate India into the global fashion world.” Lakmé Fashion Week is organized twice every year. For further information log on to <http://www.Lakméfashionweek.co.in>

About Lakmé:

Contemporary Indian beauty expert Lakmé continuously innovates to offer a wide range of, high performance and world class color cosmetics, skincare products, and beauty salons. In addition to leveraging Unilever’s worldwide expertise, Lakmé also partners with the leading cosmetic house Milan-based Intercos Italia, Schwann Stabilo Germany and Paris based Fiabila. Combining international cosmetic technology with an in-depth understanding of the Indian woman’s needs,



Lakmé also offers its consumers a comprehensive beauty experience through its products and services at the Lakmé Salons and Studios. For further information log on to www.lakméindia.com.

About IMG Reliance:

IMG Reliance Pvt Ltd. is an equal joint venture between Reliance Industries Limited (RIL), India's largest and most recognized private sector company, and IMG Worldwide (IMG), global leaders in sports, events, media and fashion.

The joint venture company develops, markets and manages sports, fashion and entertainment in India. Its current assets include India's premier fashion event, Lakmé Fashion Week, Indian Super League and the Maharashtra Open. IMG, having recently ventured into Talent Management, represents Rohit Sharma and Hardik Pandya for worldwide management and marketing representation.

About Alcis X Nari powered by R|Elan™:

Gym wear in the form of sporty bra tops, leggings light outerwear bath robes, accessories and shoes in a unique color palette. Running and outdoor and yoga gear with focus on detailing and contouring comprising of tank tops , bottoms hoodies and footwear in unique prints. Athleisure in the form of easy clothing with style dresses, jogger's shorts and hoodies with a focus on color and typography.

About Alcis Sports Pvt. Ltd.:

Alcis Sports is a performance wear brand launched by the promoters of Paragon Apparels Pvt. Ltd., the largest manufacturer and exporter of sportswear in India. Alcis prides itself for being the first Indian brand to have the capability and production ability to manufacture technologically advanced sportswear at affordable price-points to enhance the performance of the wearer.

Produced in India with the latest technologies such as Dry-Tech (moisture management), Anti-Odour, Anti-Static, Anti-UV and Light X, the products are specifically designed keeping Indian lifestyles and weather conditions in mind. The product range consists of clothes to wear while running, training, yoga, football, racquet sports and other athletic and leisure activities.

Today, Alcis products which have international quality but Indian prices, are available in over 700 outlets across the country including all leading large format stores such as Lifestyle, Shopper Stop, Central, Globus, Sports Station, etc and online retail websites and 11 exclusive brand stores at New Delhi, Mumbai, Kochi, Jaipur, Guwahati, Bangalore, Goa, Bagru and Kurukshetra.

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About Narendra Kumar aka Nari:

Narendra Kumar was a part of the second graduating class from National Institute of Fashion Technology (NIFT) New Delhi in 1990. Mr. Kumar is also recognized as a brand ambassador for the National Institute of Fashion Technology (NIFT).

Narendra Kumar, aka Nari started his own label Narendra Kumar in 2000, the brand within 12 years was listed as one of the best men's brands in the world by the international editions of Esquire's Magazine for their curated list of leading men's fashion.



Nari, is currently the Creative Head for Amazon Fashion India. He has worked on conceptualizing the fashion cell & building the core team to launch Amazon Fashion. He also looks after social media activities, editorial content, range forecast and brand alliances. Additionally, he was instrumental in setting up the imaging studio for Amazon.

Narendra has designed for and styled Mr. Amitabh Bachchan for 'Kaun Banega Crorepati' season 8, which entailed creating 70 different looks. His association with Bollywood goes a long way, he has worked on various films such as Fashion, No Smoking, Blue etc. Nari is also a personal stylist to many Indian film celebrities and sports personalities. Nari's has also been for the last 6 years the Brand Ambassador for Swiss International Airlines in India.

About R | Elan™:

R | Elan™ is an umbrella brand from the house of Reliance Industries Ltd. (RIL), encompassing a range of new-age fabrics. It is a perfect blend of art and smart, with fabrics providing enhanced aesthetics, performance and comfort. R | Elan™ is the Next Gen Fabric 2.0.

After intensive primary and secondary research, RIL has decided to focus on 6 key growth engines through its specialty R|Elan™ fabrics made out following technologies namely R|Elan™ GreenGold the textile made out of the greenest fibres in the world, manufactured by recycling used PET bottles that finds its way in activewear & denim, R|Elan™ Kooltex - used in making sweat-wicking activewear, R|Elan™ FeelFresh - used in manufacturing anti-odour sportswear, R|Elan™ FreeFlow finds its way in sarees, dress material, western and ethnic wears, R|Elan™ SuperSoft - used in shirting, while R|Elan™ SuperBlack - used in suiting.

<http://www.r-elan.com/>