

Liva Launches the Green Heart Movement at India Fashion Week

Liva, the ingredient brand of the Aditya Birla Group, launched the Green Heart Movement at the opening show of the India Fashion Week organized by Fashion Design Council of India (FDCI).

Over the years, the fashion industry has caused immense environmental damage. The Green Heart Movement is a call to all informed & eco-conscious manufacturers, designers & consumers that aims to create a revolution in promoting sustainable and responsible fashion.

Liva associated with FDCI for the India Fashion Week and presented the Livaeco Green Heart Show with ace designers Rina Dhaka, Sahil Kochhar, Shalini James and Samant Chauhan presenting their eco – responsible collections made with Liva fabric in a forest-inspired ramp. Their collections broke the myth of sustainable clothing being boxy and unfashionable.

This initiative by Liva is the reflection of the Aditya Birla Group’s strong commitment towards responsible business practices.

“Sustainability for us is a continuous journey towards the well-being of all stakeholders and conserving nature. Liva has taken this step of associating with FDCI to support responsible fashion across the value chain,” said **Mr. Rajeev Gopal, Global Chief Sales and Marketing Officer, Birla Cellulose** on Liva’s association with FDCI.

“FDCI is forging ahead to take fashion on a greener path with a generation of new-age eco-warriors. We believe sustainability and conscious consumption is the need of the hour. Thus, we are extremely proud to begin this new chapter with LIVA as our Associate Sponsor, as we share a common ideology,” says **FDCI President Sunil Sethi**.