LIVA gets overwhelming response at the National Garment Fair by CMAI

Known to be the most versatile and sustainable fabric, Liva's varied applications were showcased across categories at the CMAI's (Clothing Manufacturers Association of India) - National Garment Fair held at the Bombay Exhibition Centre.

National Garment Fair is India's largest garment fair and is a great business networking platform for exhibitors, agents, distributors, high street retailers, national chain stores and e-commerce companies from across the country. With over 12,000 visitors for the show, Liva witnessed a great response for the products crafted by partner brands like Anjali, Elini, Gokultex, Hemkunt, Mahendra Mills, Mevabaa, Orient, Prisma, Rubi Mills, Sudit. Liva's application in Kurti, leggings and stoles were highly appreciated by the business visitors. Partner brands benefit greatly from such events and get impactful business opportunities for growth and expansion.

On the innovation front, Jelite a womens apparel brand has come up with knitted saree blouse with Liva fabric, which are high on comfort as well as fashion. Ruby Mills has launched their high performance menswear shirts which are comfortable, low-wrinkle as well as well zero shrinkage. Such innovative collections showcased at the event were acknowledged by the buyers.

"CMAI exhibition has really grown in terms of its reach and our focus to reach out to the far corners of the country is being fulfilled with the help of this event. More consumer focused offerings were showcased in the exhibition based on categories like athleisure, ceremonial, and casual among others. Feedback of the buyers for the customized offering is procured through direct response. A platform like this helps not only to enhance and grow the brand's image through alignment and differentiation of products but also by accelerating the final miles of a brands go-to-market strategy and soften the risks associated with new product launches." Manohar Samuel, President – marketing, Birla Cellulose said.

Liva is a modern alternative to the traditional fabric for new age Indian women who deserve a high quality as well as comfort in their apparel needs. These fabrics will promote possibilities by LIVA and showcase the current fashion across the country in a range of colors, textures, and prints.

Expos like National Garment Fair provide brands with the boost and exposure required in the ever so competitive fashion industry, in terms of innovative styles and trendsetting fabrics.

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About LIVA: Liva is a new-age fabric from Aditya Birla Group. Unlike other fabrics that are boxy or synthetic, Liva is a soft, fluid fabric which falls and drapes well. A promise that is delivered through accredited value chain. The new-age, naturally sourced fiber made into fabric in pure or blended form, transforms not just the garment but also the person wearing it. It is comfortable, soft, natural, and eco-friendly.

About Birla Cellulose: Birla Cellulose represents the Pulp and Fiber business of Aditya Birla Group, is India's pioneer in Viscose Staple Fiber (VSF). Birla Cellulose Fibers are of 100% natural origin, highly absorbent, have an especially good feel, and are completely biodegradable. As an extremely versatile and easily blendable fiber, VSF is widely used in apparels, home textiles, dress material, knitted wear and non-woven applications. Birla Cellulose commands a major world market share in the man-made cellulose Fiber domain.