

## **LIVA ventures into Saree category, showcased collection at Kolkata Fashion Expo**

LIVA, the new age fabric from the Aditya Birla Group announced its foray into the Saree category this week at country's largest ethnic wear event, Kolkata Fashion Expo.

**Mr. Dilip Gaur, Managing Director, Grasim Industries Ltd.** said, "Saree is an iconic category but its growth is sluggish as compared to other women's wear segment. There is strong need for innovation in saree as a category which LIVA will be able to fulfill with its fluidity."

As per a report by Technopak in 2018, the saree market in India is worth Rs. 60,000 crores and constitutes 29% of the total women's apparel market. Aditya Birla Group recognized this need-state and potential in this category. They therefore bridged it with this announcement at the Kolkata Fashion Expo.

Sponsored and presented by LIVA, the event showcased a fashion show using fabrics from LIVA and a lounge where collections by the Value Chain Partners from prominent hubs were showcased for the first time. Indian celebrity and fashionista Mandira Bedi also crafted a collection with LIVA fabric and showcased during the show. One of the first Indian celebrities to make saree fashionable and trendy, Mandira was most fitting for launching the saree collection.

Premium labels including Parasmani, Surya Sarees, Parvati Fabrics and many others presented contemporary festive collection "Reimagined" with LIVA. Various Partners of LIVA from different textile hubs country including Varanasi, Chanderi, Bhagalpur, Salem, Kolkata, Delhi & Surat showcased their latest saree & lehengas collection at an exclusive LIVA Pavilion.

The event received an overwhelming response. It was attended by over 1500+ retailers, boutique owners & wholesalers all over India, including top players like Nalli's, Chennai Silks, Manyavaar and many others

LIVA leveraged its attributes of drape, natural sheen and softness and wants consumers to re-imagine saree in a new way. To better suit the needs of the value chain, LIVA also introduced new blends for both occasion wear and regular wear.