LIVA launches AUTUMN WINTER 20/21 Trends at LAPF Studio Noida

LIVA, the ingredient brand from the house of Aditya Birla Group, launched Autumn Winter 20/21 trends at their Liva Accredited Partner Forum (LAPF) Studio in Noida. The launch event was actively supported by NAEC (Noida Apparel Export Cluster).

The trends received an overwhelmingly positive response from the 100+ buyers that visited the Studio during the three-day activity. Some of the major buyers included **ZARA, VARNER, Carrefour Global Sourcing, Impulse, BEST SELLER, MADAME, JC PENNY, BENETTON, NEXT Sourcing, Vamani Overseas, Radnik Exports, Triburg, Century Overseas, and Rachit Apprels**.

In addition to the seasonal collection, the studio also showcased over 250 new arrivals from the 40+ LAPF Partners. Visiting buyers appreciated the new fabrics developed by the partners.

With more than 700 swatches being given away for buyer's immediate reference, desired yardages are in the process of being arranged for partners to make proto garment.

Liva Accredited Partner Forum (LAPF) Studio is a hi-tech studio with more than 2000 fabric sorts of Viscose, Modal and Excel on display with detailed techno-commercial specifications. It's a platform that showcases fabric development by over 100 LAPF partners.