Liva's participation in Yarnex Ludhiana receives overwhelming response

Promoted sustainable fabrics & innovative styles

Liva, the new age fabric brand from Birla Cellulose participated in the 17th edition of Yarnex which was held in Ludhiana from 20th-22nd December 2019. Being one of the most successful textile fairs in Ludhiana, the show witnessed 5400 visitors and participation of 90 exhibitors. It was a huge platform to connect with the textile value chain across the North India region.

Liva along with its reputed LAPF partners showcased innovative products in knits, women's woven wear and stoles. The Liva Pavillion witnessed participation from leading LAPF partners Krishna Textile Process, Feather Soft, Galaxy Stoles & Alla Moda Knitwear. These esteemed partners presented the latest innovative fabric collections in Birla Spunshades and Birla Modal fibre. The brand received a positive feedback on the initiative of enriching customers with new products knowledge along with support to players in industry to grow with **LIVA**. The LAPF partners also secured great business leads from the exhibitions.

About LIVA:

LIVA, a new-age fabric from the Aditya Birla Group, is a fluid fabric that drapes flawlessly and adds a beautiful flow to the garment. It's a high-quality fabric made using nature-based fibers that gives you the freedom to move with ease. It is breathable, lightweight, 100% natural and eco-friendly. LIVA is for the women of today, women who are confident, independent, progressive and fashionable. The brand's most recent launch is their eco-enhanced version of the fabric, named LIVA Eco, made of wood pulp sourced from FSC certified forests.