The Spectacular show by R | Elan™ as designers Pankaj and Nidhi bolstered 'green fashion' movement on Day Four at Lakmé Fashion Week Sumer/Resort 2020

Day Four at Lakmé Fashion Week Summer/Resort 2020, ended with a spectacular show by R|Elan™ - 'the fabric of the future' - with designers Pankaj and Nidhi.

The designer duo presented the elegant 'ArtFluence' collection that fabulously brought out the salient features of sustainability, performance enhancement and versatility of R|Elan™ fabric at the show.

The 'ArtFluence' assemblage will not only enhance the comfort quotient in approaching summer but also the youthful designs made it look attractive. The collection attracted performance and sustainable fashion enthusiasts as it provided further impetus to the 'green fashion' movement.
This range provided a perfect blend of functionality, enhancement and fashion, set amidst summer-inspired silhouettes.

R|Elan™ infused new-age functionality and technology such as GreenGold, Kooltex, FeelFresh, SuperFeel and FreeFlow within its innovative fabric range to meet the growing demand for modern consumers, promising comfort with an aesthetic fashion statement. With a focus on casual wear for women, the range was designed to balance high fashion with easy access for aspiring consumers.

Pankaj and Nidhi's collection brought to life painterly floral bouquets on diaphanous organza's and lustrous twills, whilst fifties wallpaper patterns adorn youthful shapes and separates.

The designer duo ventured into the denim space for the first time with iridescent embellishments offsetting dark indigos on desirable bomber jackets and jeans.

Synchronizing seamlessly with changing fashion trends, the pieces can be either worn together or combined with basic wardrobe staples.

Speaking on the collaboration, designers Pankaj and Nidhi Ahuja said, *"Working with R|Elan™ fabric 2.0 has been nothing short of a revelation for us as designers - there is cutting edge technology that goes into making these textiles and each comes with such fantastic characteristics that it really shaped the way we conceived and designed the collection. We envision a design future with these fabrics not just for us as a brand but also for the global fashion industry."*

Adding to this, Mr Hemant D Sharma, Head Polyester Sector, Reliance Industries Ltd said, *"The "ArtFluence" collection is a stunning fusion of the world class fabric technologies with unmatched art of fashion. The beautifully designed collection will be the most sought after among sustainable and circularity-based fashion enthusiast. The collection highlighted the immense possibilities that innovative fibres can unleash and helped reimagine the benefits of sustainability and circularity, woven together for today's ever-demanding consumer."*

R|Elan™, the next-gen fabric has been created from specially engineered fibres and yarns using the cutting-edge technological expertise, state-of-the-art R&D and the robust testing systems of Reliance Industries, India's largest company. These smart fabrics have been designed to enhance comfort and aesthetics and it is being increasingly sought-after by renowned domestic and global brands, retailers and apparel manufacturers. The various technologies that power R|Elan™ fabric impart several attributes such as moisture management, odour-free and thermal insulation, while ensuring that they contribute something back to Mother Earth.