



## **LAPF Studio conducts a week long Buyer Seller Meet at Noida**

Liva Accredited Partner Forum (LAPF) conducted a week long “Buyer Seller Meet” at its Noida Studio where esteemed LAPF partners display their products made with all Birla Cellulose based Fibres.

Liva’s recently launched Antimicrobial Viscose fibre based fabrics received an overwhelming response in this meet. Buyers appreciated the concept of injecting an antimicrobial agent at the fibre manufacturing stage, making the antimicrobial effectiveness an integral part of the fabric.

Eco friendly, sustainable fabrics made using Liva Reviva, LivaEco specifically piqued interest of potential buyers, while partners also showcased their collections made with Birla Excel, Birla Modal, Birla Viscose, and Spunshades by Birla Cellulose.

The meet was attended by Sourcing and Merchandising professionals from Garment Export Houses, Brands and Buying Houses.

“LAPF Studio has been a sourcing enabler in the Textile Value Chain. Meet like this only facilitate it further. I also observe demand and interest for eco –friendly products have increased many-folds. I am glad that at in our business we have always prioritized on Sustainability more than anything else.”

**said Mr. Rajeev Gopal, Group Executive President and Global Chief Sales and Marketing Officer, Pulp and Fibre Business, Aditya Birla Group**

Partners across textile hubs like Erode, Ahmedabad, Delhi-NCR, Mumbai, Nagpur showcased their collections. Over 50 buyers participated in this meet. Happy with the response, requests for another meet have already started coming in.

This was first ever meet post lock down. And LAPF Studio has taken all precaution on sanitization, thermal checks and adequate measures for physical distancing. New approach of “Book Your Appointment” for exclusive attention at the studio while also ensuring social distancing was much appreciated by the visiting buyers.