



**LAPF Studio conducts a week long Buyer Seller Meet at Jaipur**  
***First innovation meet post lockdown***

Just after the overwhelming success of Noida, [Liva Accredited Partner Forum \(LAPF\)](#) conducted a “Buyer-Seller Meet” at its Jaipur [Studio](#) in association with Garment Exporters Association of Rajasthan (GEAR), where esteemed LAPF partners displayed 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](#) and [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 large garment exporters such as Ma'am Arts, Fashion Image Overseas, The Choice fashions, Pawan Fabtex, Cheer Sagar, Somani Fabrics, Sopra Overseas, Jimmy Mode, Sapphire Fashions and Koelle Designs amongst others, apart from designing, merchandising, sourcing professionals and brands. Most of the buyers were representing customers from Japan, Australia, Italy and other countries across the globe. Sampling has been initiated for the requirements placed.

“LAPF gives its partner platform to showcase their latest innovations and offerings to potential buyers. Responses from Noida and Jaipur has been overwhelming. I can observe that there has been a clear rise in the demand of quality sustainable products in the market which we are able to fulfil with Livaeco and Liva Reviva **said Mr. Rajeev Gopal, Group Executive President and Global Chief Sales and Marketing Officer, Pulp and Fibre Business, Aditya Birla Group**

Over 30 partners across textile hubs such as Erode, Tirupur, Ichalkaranji, Nagpur, Mumbai, Surat and Ahmedabad participated in the meet. Happy with the response, requests for another meet have already started coming in.

**Mr. Rajiv Dewan, President, Garment Exporters Association of Rajasthan (GEAR)** said, “Our vision in GEAR has been always to work towards excellence in buyer engagement. In this direction we see LAPF Studio as a platform for fueling business growth. We look forward for more such interactive opportunities for the benefit of Jaipur cluster.

This was the first innovation meet post lockdown at the [LAPF Studio](#), Jaipur, and the Studio took all safety measures such as temperature check, frequent sanitization and social distancing during the meet.



Customers had pre-booked their appointments to maintain social distancing which enabled the hosts to pay exclusive attention to each of the visiting customers.

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**About LAPF:**

LIVA Accredited Partner Forum is a consortium of world class Spinners, Weavers, Knitters and Processors committed towards quality and innovations using fibres from Birla Cellulose. The community works together to meet the global standards, scale and capabilities thereby placing India on the global map. It is the first one-stop shop of India to tackle the problems faced by the industry as well as the environment. This worthy initiative finally answers the age-old issues of having manufacturing units at different places faced during the textile making process which gives rise to lack of traceability of products, manufacturing non- sustainable products, and maintaining quality of the textiles that are produced.

We also believe that partnering with like-minded enterprises will give us the opportunity to learn something new along with spreading our message of using sustainable products. Our dedicated team of experts, through LAPF calls out to manufacturers who share the same ideology to be a part of the consortium to make a difference to people's lives as well as the environment.