R|ELAN *Presented The Exciting "Talisman" Collection*

R|ELAN *Presented The Exciting "Talisman" Collection By Pankaj And Nidhi Ahuja At Lakmé Fashion Week 2020 Digital First Season Fluid Edition*

The "Talisman" collection by designers Pankaj and Nidhi Ahuja presented by Reliance Industries Ltd.'s (RIL) R|Elan at Lakmé Fashion Week 2020 Digital First Season Fluid Edition, was all about comfort wear at home, work or on holiday.

Using the most remarkable fabrics of the future like GreenGold made from 100 per cent recycled plastic PET bottles, which has a hand-feel as luxurious as silk, the ensembles provided breathability, freshness, and flexibility. The other amazing fabric, FeelFresh with its anti-microbial properties and KoolTex, which absorbs perspiration, further enhanced the cool and comfort factors of the collection.

The colour choice had a fresh perspective as sandy peach, dusty pink to pecan brown and earthy blue were used in either colour blocking or with geometric prints of demi circles, circles and squares that cascaded down the garments.

The fabrics that formed the perfect backdrop were sheer chiffon and knits that added to the practical wearability quotient of the collection.

Commenting on Talisman, **Mr. Gunjan Sharma, CMO – Polyester Business, RIL** said*, "We are amazed to see Talisman collection as it truly heightens aesthetic, performance enhancement and sustainable quotients of R|Elan fabrics. The collection will aspire today's modern fashion enthusiasts and it will provide perfect attire to add aesthetic, style, and comfort. Our perseverance in advancing technological edge of R|Elan, augments performance enhancement and trendy quotient of the fabric, making it more sought after among elegance seekers".*

Commenting on the latest collection and collaboration with R|Elan, **Designer Duo Pankaj & Nidhi said, "***We are very honored to have collaborated for the second time this year with R|Elan and Lakmé Fashion Week. As designers, we realize that 90% of an outfit is the fabric that it is made of. R|Elan provided us with the means to work with sustainable fabrics and to make clothes that would not only look good on the outside but also feel great on the inside, giving the wearer a sense of comfort and well-being. The combination of Pankaj & Nidhi designs and the cutting-edge technological prowess of R|Elan fabric 2.0 is exciting, fulfilling and fashion for the future.***"**

For the holiday wardrobe, there was the zippered bomber jacket with matching pants. The practical jumpsuit with side pockets, shirt collar and two patched flapped pockets would be a great travel option.

When it came to a fun afternoon brunch, the printed playsuit with perky sleeves could be an attention-getter for the working woman. Working with a more sheer fabric, Pankaj and Nidhi played with transparency for another jumpsuit, wispy battle jacket with 3D embroidered yoke and sheer pants. For more fun options, it was a mini; flared textured skirt teamed with a sheer printed top, embellished with strategically placed button detailing.

Other great looks included surface ornamented, long coat, over figure-hugging sheath, bell bottoms, balloon-sleeved cropped blouse highlighted with sequins, puff-sleeved blousons, belted full-flared maxi, bralette with a long skirt, slim pants and button-less jacket. A variety of different maxis and blouses sprinkled with 3D graduating circles gave more options to the fashion followers.

To add more style to the collection, the designers created travel bags and laptop cases in the matching prints of the garments.

When it comes to fashion, style, comfort and amazing fabrics, the "Talisman" collection made from R|Elan by Pankaj and Nidhi Ahuja will be the perfect sustainable offering for the coming season.

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About Lakmé Fashion Week:

Lakmé Fashion Week is jointly organized by Lakmé, the No.1 cosmetics and beauty services brand in India and IMG Reliance Pvt. Ltd., leaders in sports, fashion and entertainment marketing and management. Lakmé Fashion Week has been conceived and created with a vision to "Redefine the future of fashion and Integrate India into the global fashion world." Lakmé Fashion Week is organized twice every year. For further information log on to http://www.Lakméfashionweek.co.in

About R | Elan™:

R | Elan™ is an umbrella brand from the house of Reliance Industries Ltd. (RIL), encompassing a range of new-age fabrics. It is a perfect blend of art and smart, with fabrics providing enhanced aesthetics, performance and comfort. R | Elan™ is the Next Gen Fabric 2.0.

After intensive primary and secondary research, RIL has decided to focus on 6 key growth engines through its specialty R|Elan™ fabrics made out following technologies namely R|Elan™ GreenGold the textile made out of the greenest fibres in the world, manufactured by recycling used PET bottles that finds its way in activewear & denim, R|Elan™ Kooltex - used in making sweat-wicking activewear, R|Elan™ FeelFresh - used in manufacturing anti-odour sportswear, R|Elan™ FreeFlow finds its way in sarees, dress material, western and ethnic wears, R|Elan™ SuperSoft - used in shirting, while R|Elan™ SuperBlack - used in suiting.

http://www.r-elan.com/

About IMG Reliance:

IMG Reliance Pvt Ltd. is an equal joint venture between Reliance Industries Limited (RIL), India's largest and most recognized private sector company, and IMG Worldwide (IMG), global leaders in sports, events, media and fashion. The joint venture company develops, markets and manages sports, fashion and entertainment in India.

About Lakmé:

Lakmé, is India's no.1 colour cosmetics and leading premium skincare brand from Hindustan Unilever Ltd. Lakmé has been the pioneer of the make-up and colour cosmetics in India since 1952 by launching numerous trends leading and high-performance products. Combining international cosmetic technology with an in-depth understanding of the Indian woman's needs, Lakmé offers women a comprehensive beauty experience through its extensive product portfolio as well as contemporary services at Lakmé Salons, India's no.1 salon chain.

For Further Information log on to www.Lakméindia.com


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