Satya Paul By Rajesh Pratap Singh to Launch Carbon Zero Tencel™ Fibers At FDCI x Lakmé Fashion Week

Will showcase collection 'The Master's Words' at the finale of Sustainable Fashion Day

Paying tribute to the legacy of the late Satya Paul, the collection marks entry of Carbon zero TENCEL™ branded fibres in India

FDCI x Lakmé Fashion Week is all set to host a live showcase of Carbon Zero TENCEL™ fibers and Satya Paul by Rajesh Pratap Singh at the finale of Sustainable Fashion Day of Lakme Fashion Week 2021.

The colourful and sustainable collection titled 'The Master's Words' will pay tribute to the late Satya Paul who passed away earlier this year and launch the revolutionary Carbon zero TENCEL™ fibers.

As a brand, Satya Paul has echoed sustainability over the years and experimented with a range of fabrics. The upcoming ready to wear collection in association with the Carbon zero TENCEL™ fibers by Lenzing is a stride in this direction and addresses the growing demand around circular fashion and carbon neutrality.

In addition to having a higher environmental value, the Carbon zero TENCEL™ fibres will also feature the functional benefits of standard TENCEL™ fibres including gentleness on the skin, long-lasting softness, silky smoothness, enhanced breathability and colour retention. These fibres are certified as CarbonNeutral® and Lenzing's key initiative towards its goal of reaching net zero carbon emissions by 2050.

Having been about a year with Satya Paul, RPS who has always had sustainability in his own practice has strived to make the brand more contemporary and also worked towards making it more sustainable not only in terms of production but also by using fibres that are sustainable. These practices have made the entire collaboration have a deeper and truer meaning.

Speaking about the association **Avinash Mane, Commercial Director, South Asia, Lenzing Group** shared, *"We are pleased to introduce our most innovative offering – Carbon zero TENCEL™ fiber at this season's Lakmé Fashion Week. It is an honour to co-present a collection that is an ode to the late Satya Paul, an artist extraordinaire who redefined traditional Indian fashion. At Lenzing we are on a journey to true carbon zero, with a vision to achieve net-zero emissions by 2050 and contribute to a carbon neutral fashion industry. Our collaboration with Satya Paul by RPS will allow consumers to explore the frontiers of aesthetic appeal and make a difference to our planet."*

True to Satya Paul's brand DNA, creative director- *Rajesh Pratap Singh* will present a contemporary collection for men and women that embodies bold prints and silhouettes that go from street wear to evening wear.

Giving a glimpse of the collection **Rajesh Pratap Singh said**, *"This collection is a burst of optimism at a time of global volatility. 'The Master's Words' threads together the past and present in 2021, where we take this journey to the next level by prioritizing sustainable design, as we work with cleaner fabrics that are gentle on the earth. Several of the dresses, trousers, and shirts in this collection are made with Carbon ZeroTencel, a sustainable fiber produced by Lenzing. Entirely biodegradable, it's only residue is water that regenerates the earth. "*

What we wear is what we leave behind, and it is through this joyous collection that we explore the restorative effects of circular living."