Fluid Fashion enters the textile hub of the nation

Birla Cellulose's LIVA unveils latest LAPF Studio in Surat
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The Aditya Birla Group is a global leader in sustainable fibres, and Birla Cellulose's premier fashion ingredient brand "Liva" opened a state-of-the-art Liva Accredited Partner Forum (LAPF) Studio in Surat on Monday to cater to the growing demand of Textiles and Clothing.

"Surat is recognised as the Textile Hub of the nation and is the largest centre of MMF (man-made fibre) based Textiles in India," said Mr Rajnikant Sabnavis, Chief Marketing Officer, Aditya Birla Group's Pulp and Fibre Business. He informed **"LAPF Studios serves as a one-stop customer experience centre for Man-Made Cellulosic Fibres from Sourcing Support, Technical Assistance, Product Innovations, to Marketing Solutions."**

"Across the world, the textile & fashion industry are marching towards adopting sustainable fibres. Manmade cellulosic fibres are at the vanguard of this march to sustainable fibres. Birla Cellulose has taken rapid strides in this space as we constantly innovate both in terms of fibres and manufacturing processes. This is the Sixth Studio after Noida, New York, Tirupur, Bandung and Jaipur, and it is a very important part of our business. We use these studios to work with our partners and showcase collections to buyers from across the world". Mr. Sabnavis added.

The LAPF Studio, located at 209-212, Milestone Canal Point, Canal Road, Surat, will display a selection of over 2500 Viscose, Liva Eco, Liva Reviva, Birla Modal, Excel and Spun Shades based fabric innovations from over 150 LAPF Partners. Fabric collections would be available on display in a wide range including woven, knitted, greige and finished fabrics. Along with technical specs all details necessary to access the products on display would be made available.

LIVA's seasonal collection specially designed by its in-house designers will also be showcased in the Studio to inspire more creations and meet expectations of discerning buyers.

Representatives of various Trade Associations graced the inauguration along with over 300 invitees comprising local and outstation LAPF Partners, Trade / Hub partners, fabric buyers, designers from Surat and adjoining areas and Grasim Industries dignitaries.

Mr Sabnavis in his address commented "Consumer is more conscious and choosy now and the demand in Textiles is increasing disproportionately, necessitating the businesses to step up their game. **We at LIVA have always been the forerunners of change in the industry, as evidenced by the introduction of this Studio, which will benefit the Gujarat Cluster and will be a window to the world for Man-Made Cellulosic Fibre based Textiles**"

Birla Cellulose from Grasim Industries works closely with the entire value chain i.e. Spinners, Fabricators, Processors and garment makers to develop Birla Cellulose Fibre rich blends for a variety of applications. In addition, Grasim has been investing in brand Liva to help create an aspirational value for its Viscose. All this has contributed to Viscose rising to occupy 6.3% of the fibre basket, up from 4% as recently as 2015 in India.

Sensitivity: General