Iconic Brand Linen Club pays tribute to Kerala by launching special Onam song and a heart-warming ad film

Renowned singers Resmi Sateesh and Libin Scaria present a beautiful fusion of folk and youthful vibe through their Onam song, while actress Mala Parvathy and George Kora tell a tale of homecoming and passionate joy of giving

Linen Club, the pioneering linen brand from the Aditya Birla Group, unveiled today, a unique campaign- 'Homecoming' - to mark the annual celebration of Onam. The brand has reciprocated to the love Kerala has given them with this film and a beautiful Folk song as a celebration of the biggest festival in the market. The campaign showcases a heartfelt home-coming of family and friends to their roots based on the age-old tale of the King Mahabali and a celebration of the folk artforms of Kerala to bring in the new year. The song Thiruvonamullil Nirayenam is a unique endeavour by a fashion brand to present a local folk melody and join their customers as they celebrate their most important annual festival – Onam.

The campaign further brings alive the authentic aesthetics of the festival Onam & the expertise and expanse of Linen Club with a showcase of wide palate of fabrics and apparel that the brand offers. With Mala Parvathy and George Kora helming this beautiful video story, the TVC strikes a chord instantly with the viewer. It signifies celebration and prosperity, while evoking a sense of plenitude. It starts with a mother, symbolic of many families who look forward to Onam as an annual celebration where the families come together from across the world. There is a sense of sadness as her son is unable to make it this year as he is busy due to work. He decided to surprise his mother by coming over and making the Onam celebration much grander than what she was expecting. His passionate creativity enables him to create an innovative Pookalam with beautiful linen fabrics. He invites performers for a traditional Onam performance to bring a smile on his mother's face. He then uses the fabrics as gifts for all, bringing forth the sentiment of giving and inclusivity. The campaign includes the mesmerising original folk song Thiruvonamullil Nirayenam to honour the spirit of Onam.

The song has been performed by popular singer, actor, performer, and sound designer Resmi Sateesh known for her many hits in Malyalam, Tamil and Hindi movies. Her band Resatrippin's first single Paduppatu got millions of views and great reviews. Supporting her is Saregamapa Malyalam Season 1 winner Libin Scaria who had lent his voice to a song from latest movie Kaduva.

Linen Club's passion, authenticity and expertise in creating the best linen fabrics and apparel is apparent in the campaign focussed towards Onam. It displays the variety and the robust portfolio of products the brand offers. Linen Club and Linen Club Studio offer premium linen fabrics and ready-to-wear apparel like shirts, jackets, trousers, kurtas, mundus, etc respectively.

The concept of Fabrik Pookalam is exceptional and brings alive a beautiful harmony between the brand's offerings and the festival's spirit. "Kerala has always been a special market for us and our loyal customers have given us a lot of love. Passion is an inherent quality with which Kerela celebrates Onam. Taking our brand ethos of being 'Passionate Like You', Linen Club is excited to launch the campaign full of emotions and no compromises as we mark the beginning of the celebrations this year; post isolation of two years due to pandemic," said Satyaki Ghosh, CEO, Domestic Textiles (Grasim Industries) Aditya Birla Group.

"Ahead of Onam as Kerela begins preparations, we are excited to demonstrate the wide palette of colours, categories, designs & textures we offer in pure Linen. Combined with consummate craftsmanship using cutting edge European technology we ensure best in class sustainable Linen products in both tailored as well as ready-to-wear category," he added.