ANJU MODI AND TENCEL™ FIBRES PAY HOMAGE to LEGENDARY INDIAN ARTIST RAJA RAVI VARMA, WITH AN ECO-FRIENDLY COLLECTION AT FDCI X LAKMÉ FASHION WEEK

The collection titled 'Damayanti', designed using TENCEL™ Lyocell and Modal fibre will be showcased on 'Sustainable Fashion Day' and will bring alive the romantic nostalgia of the legendary Indian artist known for infusing European techniques with pure Indian sensibility

Celebrated designer Anju Modi along with TENCEL™ Lyocell and Modal fibre are all set to return on the runway to showcase an intriguing collection titled 'Damayanti'. The sustainable collection made from TENCEL™ Lyocell and Modal fibre will celebrate and pay a unique homage to one of India's most iconic artists 'Raja Ravi Varma' on Sustainable Fashion Day of FDCI X Lakmé Fashion Week 2022 that will be held on 13 October 2022.

The collection 'Damayanti ' will uncover the value and luxury of comfortable clothing, as designer Anju Modi creates her first ever collection with TENCEL™ Lyocell and Modal fibre. Known for their natural comfort and versatility, TENCEL™ Lyocell and Modal fibre are combined with a wide range of textile fibres for the purpose of enhancing their aesthetics and functionality of fabrics, and the unique physical properties of TENCEL™ Lyocell and Modal fibre leads to them being gentle on the skin with smooth, long-lasting softness, colour vibrancy, colour retention and efficient moisture absorption.

The colourful and sustainable range titled 'Damayanti' will feature the versatile TENCEL™ Lyocell and Modal fibres in an elegant collection of sarees, lehenga-cholis as well as pre-stitched sarees with designs reminiscent of iconic painting 'Hamsa Damayanti', by Raja Ravi Varma who is also the guiding light for the collection.

Anju Modi has a long-standing relationship with sustainable fashion and has played an integral role in reviving traditional Indian crafts and textiles while empowering rural communities and celebrating cultures across the country through her designs. Anju Modi's design philosophy and focus on sustainability struck a chord with the eco-friendly offerings of TENCEL™ Lyocell and Modal fibres resulting in the creation of 'Damayanti' which is set to bring forth a romantic nostalgia on the runway.

Speaking on the collaboration, **Mr. S Jayaraman, Senior Commercial Director, Lenzing Group**, said, "*We are pleased to collaborate with respected designer Anju Modi who will be presenting her collection made from TENCEL™ fiber at this season's FDCI X Lakmé Fashion Week. It is such an honor to co-present this multi-faceted collection inspired by the unique artist Raja Ravi Varma, who is known to exquisitely breathe life into every mythical character in his creations. The multi-faceted collection 'Damayanti' and its timelessness will appeal to audiences across genres. Our collaboration with Ms. Anju Modi is particularly significant as TENCEL™ fibres celebrates 30 years of sustainable fiber innovation along with the designer who has completed three decades in the industry. Our story of moving from behind-the-scenes to front-facing player, TENCEL™ fibres have expanded its offerings from fiber creations to several other pioneering innovations. We are looking forward to driving continuous innovation and building stronger partnerships within India over the next 30 years and beyond*."

Sharing her thoughts on the collaboration, designer **Anju Modi** said, "*The Lenzing Group's dedication to being the industry's innovation leader by offering eco-friendly, innovative, and impeccable quality products proves to be in alignment with the brand values at Anju Modi. The collection made from TENCEL™ Lyocell and Modal fibre gracefully captures the essence of Raja Ravi Varma's painting style and aesthetic and will bring forth a romantic nostalgia on the runway*."

Known for a revolutionary philosophy of reviving traditional crafts, creating timeless, organic, and handcrafted silhouettes whilst empowering craftsmen, Anju Modi's design philosophy, together with drapes made from eco-friendly and innovative TENCEL™ Lyocell and Modal fibre hopes to captivate the old-world charm and honour the artist's body of work.

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