"Naturally Fluid. Naturally You"

LIVA launches nature-inspired campaign "Naturally Fluid. Naturally You" with LIVA Miss Diva beauties

LIVA, from the house of Aditya Birla Group, has launched their latest nature-inspired campaign, "**Naturally Fluid. Naturally You"**. Emphasizing their core proposition of 100% natural origin fabrics, the campaigns showcases how fashion & beauty can be truly elevated if its steeped in nature.

The campaign features the beautiful, Divita Rai- Miss India Universe 2022, Pragnya Ayyagari- Miss India Supranational 2022 & Ojasvi Sharma- Miss Diva Popular Choice 2022. The collection featuring six different themes, allow them to showcase and be their natural self.

LIVA fabrics are naturally sourced i.e. from wood pulp and has properties that not only make it eco-friendly but high on fashion as well. The campaign focuses on the natural aspect of the fabric as its primary messaging followed by fluid fashion for every woman who is not only fashion conscious but also makes her choices wisely.

Speaking about the campaign, **Mr. Sreecharan, Vice President, Branding and Marketing Head in Grasim Industries Limited | Pulp & Fibre | LIVA** expressed, "With this campaign we wanted to address the myth that high fashion & sustainability are two different ends of the buying spectrum. In fact, the most aspirational fashion comes when its inspired & integrated with nature. LIVA fabrics are 100% plant based, making them safe for you and the plant. Today LIVA based fabrics are adopted by 150+ brands globally addressing both consumer needs & environmental concern. With natural fluidity and unmatched comfort, LIVA fabrics are a perfect choice for all wearers. We have focused on bringing alive the core essence of LIVA, i.e. being one with nature- through this campaign."

The 360^0 integrated marketing campaign aims to raise and build consideration for nature inspired fashion and is targeted across multiple platforms. The campaign is calling out to all the women to make a balanced choice with LIVA, that is eco-conscious and fashionable at the same time. The brand has also released a look book based on the theme on their website (link), showcasing trendy designs made with natural LIVA fabric.

LIVA based outfits can be explored across major brands, shopping malls & ecommerce channels.
Look out for the LIVA tag to make choice that's one with nature.

Check out the campaign here-
https://www.instagram.com/reel/Cn086RsD1pV/?utm_source=ig_web_copy_link

About LIVA: LIVA is a new age fabric from the Aditya Birla Group. Unlike other fabrics, that are boxy or synthetic, LIVA is a soft, fluid fabric which falls and drapes well. A promise that is delivered through accredited value chain. The new-age naturally sourced fiber made into fabric in pure or blended form, transforms not just the garment but also the person wearing it. It is comfortable, soft, natural, and eco-friendly. The brand recently launched their eco-enhanced version of the fabric, called Livaeco, which made of wood pulp sourced from FSC certified forests.