Liva Unveils Sustainable Fashion Showcase at Bharat Tex 2024, India's Premier Textile Festival

Liva , India’s leading fabric brand, Liva, announces its participation in Bharat Tex 2024. The event is set to celebrate the seamless fusion of culture and business and honouring the intricate legacy that defines India. The global textile mega event organised by a consortium of 11 Textile Export Promotion Councils and supported by the Ministry of Textiles is scheduled from February 26-29 in New Delhi. Liva's presence at the event showcases the brand’s unwavering commitment to innovation, collaboration, and sustainable practices within the textile industry, solidifying its position as a frontrunner in sustainable fashion.

Bharat Tex 2024 promises to be a tapestry of tradition and technology attracting the best and the brightest from the textile world. This unique platform is poised to showcase India’s entire textile value chain and also highlight strengths in fashion, traditional crafts and sustainability initiatives. It will feature exhibitions, knowledge sessions, thematic discussions, Government-to-Government (G2G) meetings, Business-to-Business (B2B) networks, the signing of Memorandum of Understanding (MoUs), product launches, thematic and interactive pavilions and various other activities. The event will be graced by the Prime Minister and multiple stakeholders including top policymakers, global CEOs, international exhibitors and global buyers.

With a booth presenting its wide-ranging product portfolio and applications, Liva eagerly looks forward to engaging with industry leaders and showcasing its sustainable attributes. Liva is a high-quality sustainable fabric ideal for clothes, renowned for its fluidity, breathability, moisture-wicking properties, and resistance to wrinkles. This makes it the preferred choice for people because they demand both style and functionality. Liva has sold over 8 crores Liva-tagged garments annually, a testament to its growing influence and adoption by consumers worldwide. Collaborations with esteemed brands such as Biba, Rangriti, and Juniper further highlight Liva's prominence in the fashion industry.

Liva embodies eco-consciousness throughout its production process, ensuring sustainability and responsible use of resources. Delivered through an accredited value chain, Liva fabrics stand as a beacon of environment friendly fashion. In addition to this, Livaeco by Birla Cellulose has found acceptance all around the globe owing to its sustainable credentials. The fabric contains a unique molecular tracer which helps in source verification across the value chain. A complete information on the journey of fibre from forest to fashion is available through a unique QR Code which can be made available to the consumer conveniently.

Birla Cellulose is also ramping up its production of Liva Reviva, a circular fibre created from pre-consumer cotton waste and closed-loop technologies. Liva Reviva stands out for its exceptional sustainability features, including notably reduced greenhouse gas emissions and water usage compared to conventional viscose fibres.

ManMohan Singh, CMO, Birla Cellulose, said, “Liva's participation in Bharat Tex 2024 underscores its unwavering commitment to sustainable fashion and its pivotal role in driving positive change within the textile industry. We are excited and proud to showcase our products at such a prestigious event. We look forward to engaging with industry leaders, exchanging ideas, and forging partnerships that will shape the future of textiles."

About LIVA:

Liva, a flagship brand of the Aditya Birla Group, is a nature-based fabric crafted using nature-based fibres derived from wood pulp. Liva offers natural fluidity, allowing the fabric to flow and gracefully move along the body.

Liva is committed to redefining fashion with its innovative and sustainable approach. It is renowned for producing comfortable, natural, and eco-friendly fashion fabrics. Made from renewable plant-based fibres sourced sustainably from wood pulp, LIVA fabrics are known for their fluidity, breathability, and luxurious drape. LIVA is committed to promoting sustainable fashion and contributing to a greener future for the fashion industry.