Birla Cellulose collaborates with Ka-sha for their new range of sustainable collection: Roz

In today's rapidly evolving landscape, the call for sustainability echoes loudly across industries. Among those grappling with significant sustainability challenges, the textile sector stands out for its impact on the environment and communities.

Birla Cellulose, in this situation emerges as a leader, pioneering innovative solutions for a sustainable future. With a keen focus on repurposing textile waste, Birla Cellulose offers an alternative for the textile value chain by developing cutting-edge products with immense potential to repurpose pre and post-consumer textile waste.



Understanding the importance of collaboration in addressing sustainability challenges, Birla Cellulose recently announced a strategic partnership with Pune-based fashion label, Ka-sha, to craft a line of artisanal and sustainable products under their brand "Roz". This collaboration seeks to promote conscious consumer choices aligned with everyday sustainability practices.

Derived from the word 'everyday,' "Roz" epitomizes the amalgamation of design and sustainability. These elevated basics are designed with comfort in mind, making them an easy choice for everyday attire. The line has been mindfully designed with small yet significant detailing in every product.



Central to this collaborative effort is the utilization of the Reviva-M grade circular yarn blend. This innovative blend comprises cotton pre-consumer waste, Birla Cellulose's Birla Excel fibres, and indigenous kala cotton. By leveraging these materials, Ka-sha's skilled team transforms them into high-quality fabrics, paving the way for the creation of the "Roz" collection.

The "Roz" line has garnered widespread acclaim for its sustainable origins and ethical production methods. Consumers have embraced these garments not only for their eco-friendly credentials but also for their timeless style and impeccable quality. It is a design-led label, where they intend to marry design with ease of care while also supporting the expansive textile industry in India. Products that find a place in everyone's' wardrobe no matter where they are from, products that are easily washable and are highly-comfortable for every day, is what Birla Cellulose is building with Roz.

Ultimately, the success of the "Roz" collaboration underscores the transformative power of partnerships in driving positive change. By joining forces, Birla Cellulose and Ka-sha have demonstrated that sustainability and profitability can go hand in hand. Their innovative approach to textile production serves as a blueprint for the industry, inspiring others to embrace sustainability as a core value and driving towards a more sustainable future for fashion.

To know more about Birla Cellulose, click here.

About Birla Cellulose

As a pioneer in the field of sustainable fibres, Birla Cellulose, a part of the Aditya Birla Group, sets new standards for innovation, quality, and environmental responsibility. The company is always pushing the limits of what is possible in fibre technology, developing new, cutting-edge ways to meet the changing needs of the fashion and textile industries.

The sustainable fibres offered by Birla Cellulose's extensive product line allow the company to serve various markets. Their fibres, like Viscose, Modal, and Lyocell, are known for being soft, comfortable, and easy to work with. It prioritizes environmental protection and strives to leave as little carbon imprint as possible. Birla Cellulose is steadfast in its commitment to environmental governance, which extends from the ethical procurement of raw materials to using environmentally beneficial manufacturing methods.