

Reliance Industries Unveils Groundbreaking Fabric Technologies at R|Elan Fabric Innovation Meet

Reliance Industries Limited (RIL)'s pioneering B2B2C brand, R|Elan Fabric 2.0, recently hosted its highly anticipated R|Elan Fabric Innovation Meet across three major cities: Noida, Gurgaon, and Bangalore. Held on the 9th, 10th, and 11th of July, respectively, the events showcased cutting-edge fabric innovations powered by R|Elan speciality products, drawing an august gathering of over 250 attendees from across the value chain, including brands, fabric and garment manufacturers, and fashion designers.

The R|Elan Fabric Innovation Meet provided a unique platform for attendees to explore and experience the transformative potential of R|Elan fabric technologies. The product showcases offered a glimpse into the advanced capabilities of R|Elan speciality fabrics, emphasizing their positive impact on value partners' product lines. From enhanced performance attributes to sustainable solutions, the innovative fabric technologies highlighted at the event are designed to meet the ever-evolving demands of modern consumers.

Key highlights of the meet included a series of presentations and product demonstrations that captured the latest trends and inspirations across all apparel categories. Attendees had the opportunity to witness firsthand the advanced capabilities of R|Elan fabrics, which are engineered to offer superior functionality, aesthetics, and sustainability. These fabrics are set to revolutionize the textile and apparel industry by delivering exceptional quality and performance, designed to meet the ever-evolving demands of modern consumers.

Key Highlights of the Event:

- A comprehensive showcase of R|Elan fabric innovations and their applications in various apparel categories
- Keynote address in Noida and Gurgaon by Mr. Ajay Gupta, Head of Polyester Sector for the Delhi Region
- Keynote address in Bangalore by Mr. Nagarajan Mookaiah, the Head of Polyester Sector for the South Region
- Insightful presentation by Mr. David Landart, Asia Director of Carlin Group / InMouv Sports Subsidiary, discussing global trends in Active & Athleisure wear
- Product Presentation by Mr. Sanjay Gupta the head of New Product Development PSF Polyester Staple Fibre
- Brand Presentation by Mr. Ritesh Sharma, Head Brand and Retail – R|Elan

Mr. Ajay Gupta, in his keynote address in Noida and Gurgaon, stated, "The R|Elan Fabric Innovation Meet is a testament of our commitment to pushing the boundaries of fabric technology. Our innovative solutions are designed to inspire and empower brands and manufacturers to create innovative garments and cater to the fast-evolving apparel industry."

Mr. Nagarajan Mookaiah in his keynote address in Bangalore emphasized on the huge opportunity for polyester to grow in India and the role of Reliance Industries in fuelling this growth.

Mr. David Landart added, “R|Elan fabrics represent a significant advancement in textile technology. Their versatility and performance characteristics make them ideal for a wide /range of applications, particularly in the fast-evolving Active & Athleisure wear segment.”

Mr. Sanjay Gupta presented the unique properties of each R|Elan speciality products with special emphasis on R|Elan GreenGold and R|Elan Kooltex, as these products led to the development of unique fabric and garments.

Mr. Ritesh Sharma led the brand presentation emphasizing on how R|Elan can add value to brands by empowering them with superior consumer centric innovations. He also shed light on the various marketing channels that ensure a cohesive consumer story is created to help brands deliver business success.

The event concluded with an interactive session, allowing attendees to engage with experts and explore the showcased garments and fabrics. The enthusiastic response from participants underscored the industry's strong interest in adopting innovative fabric solutions.

R|Elan symbolizes the next generation of fabrics, crafted from specially designed fibres and yarns using advanced technological expertise and Reliance Industries' robust R&D and testing systems.

The Fabric Innovation Meet acted as a catalyst for industry stakeholders to delve into the transformative potential of sustainable textiles, paving the way for a new era of environmental responsibility in fabric manufacturing.
