Pranav Mishra's HUEMN Label and R|Elan Stir the Runway at Lakmé Fashion Week

The fusion of cutting-edge fabric technology and avant-garde design took center stage at Lakmé Fashion Week in partnership with FDCI as Reliance Industries Limited's R|Elan Fabrics 2.0 teamed up with Pranav Mishra's HUEMN label. Known for pushing the boundaries of fashion, HUEMN's collaboration with R|Elan brought to life a collection that brilliantly merged creativity with sustainability.

R|Elan's eco-friendly and innovative fabrics like GreenGold, made from recycled PET bottles, and SmarTex, which boasts properties such as odor control and UV protection, perfectly complemented HUEMN's unisex and handcrafted clothing line. The collaboration also showcased Kooltex fabric, combining style and sustainability, making every piece not just fashionable but responsible.

Mr Hemant D Sharma, President - Polyester,
Reliance Industries Ltd and Pranav Mishra

Pranav Mishra, Co-Founder and Creative Director of HUEMN, emphasized that the partnership aimed to create designs that resonate with the cultural and social pulse of today. The collection featured relaxed statement pieces, hand-drawn prints, and traditional Indian craftsmanship like embroidery, all woven into a contemporary, versatile range that appealed to a wide audience.

Together, HUEMN and R|Elan delivered an innovative, trendsetting collection that highlighted sustainability and high performance, setting the stage for fashion's future.