LIVA's 'Tag Check Kiya Kya?' campaign urges consumers to check the fabric tag before they buy

The campaign highlights the importance of checking fabric labels to make informed fashion choices, reinforcing LIVA's focus on transparency, fabric authenticity and conscious consumer awareness.



Liva, a premium fluid and natural fabric offering from the house of Birla Cellulose, has launched ***'Tag Check Kiya Kya?'*** their latest campaign. The unique concept encourages consumers to look beyond the garment's appearance and check fabric labels before making a purchase, empowering them to make more informed and safe choices about the clothes they wear.

As a pioneer in Fabric innovation, Liva continues to shape the fashion landscape by championing a more discerning approach to fashion choices. Through a distinctive new campaign, brought to life by a compelling Ad film, the brand places the spotlight on an often-overlooked yet essential detail in the shopping experience – the Fabric tag. The signature pink Liva tag serves as a mark of authenticity, enabling consumers to identify garments crafted with Liva fabrics. Through this engaging narrative, the campaign aims to build awareness around the significance of checking garment labels and encourage shoppers to make it- an essential part of their shopping routine while championing greater transparency, consumer awareness and confidence in fashion choices.

Commenting on the campaign, **Mr. Sreecharan, Vice President, Global Head – Brand Marketing, Birla Cellulose, Aditya Birla Group,** said, *"While checking a garment tag may seem like any simple step, but it can help consumers make more informed decisions about their purchases. Through this campaign, we hope to turn this small action into a conscious shopping habit and encourage consumers to be more mindful of the clothes they choose to wear."*

The '***Tag Check Kiya Kya?'*** campaign aims to create awareness amongst consumers through a simple yet memorable tagline. The campaign is live across Liva's digital platforms, including YouTube and Instagram, to reach a wider audience and drive greater consumer awareness.