



Branding Newsletter

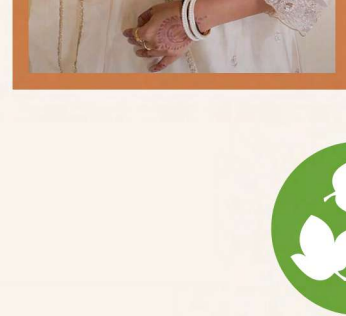
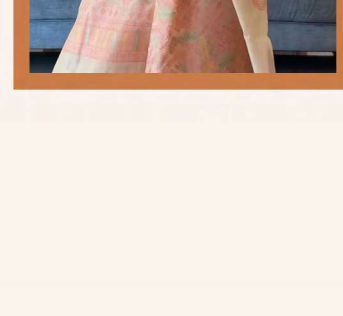
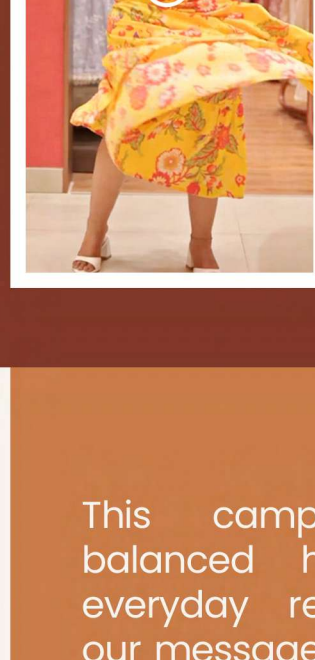
Edition 5 : May 2026



Creator Collaborations

Festive stories, told the creator way.

LIVA brought the festive season to life through a vibrant series of creator collaborations, including a **high-impact partnership with BIBA**. By working with influencers like **Aaditi Mohanty**, Liva tagged apparel was highlighted through a lens of regional celebration and effortless styling.



This campaign successfully balanced high fashion with everyday relatability, ensuring our message resonated with our core audience **clocking 36K+ reach and 2L+ views**.



Birla Cellulose
Fibres from nature



Stronger Together

Birla Cellulose and Damodar Industries drive Livaeco™ Lyocell

Birla Cellulose strengthens its strategic partnership with **Damodar Industries Limited to accelerate and adoption of Livaeco™ Lyocell**.

An exclusive fabric collection with 100+ configurations was jointly unveiled **by Mr. Manmohan Singh (CMO, Birla Cellulose) and Mr. Aman Biyani (Director, Damodar Industries)**, with assortment ranging from daily wear to exclusive finer counts for special occasions.

Bringing together fibre expertise and advanced spinning technology, the collection aims to showcase the possibilities with high-quality, eco-conscious Lyocell fabrics. With an emphasis on traceability and reduced environmental impact, it responds to the growing demand for responsible materials, while offering brands a reliable, streamlined path to adopting more sustainable textiles.

Watch the launch coverage here

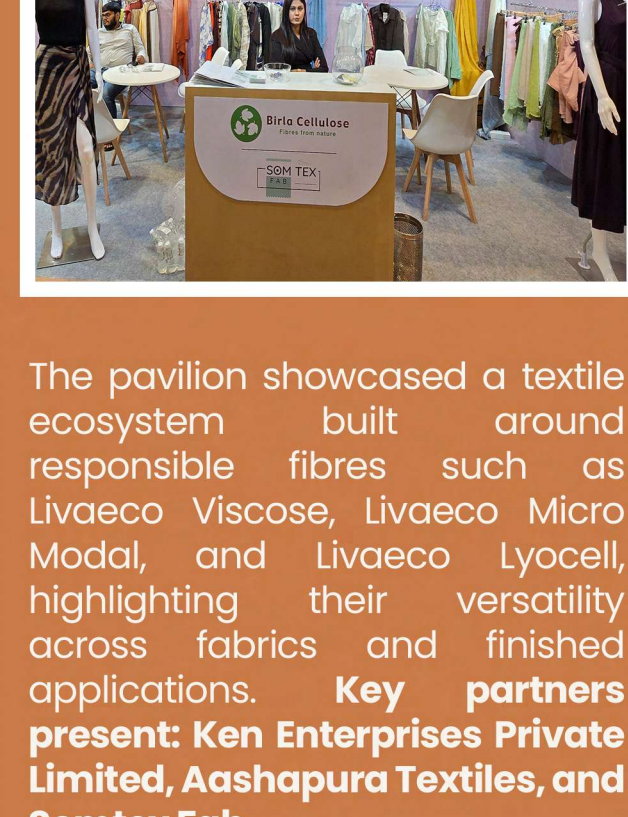
www.youtube.com/watch?v=JTSOOM2S600

Fabtex 2026



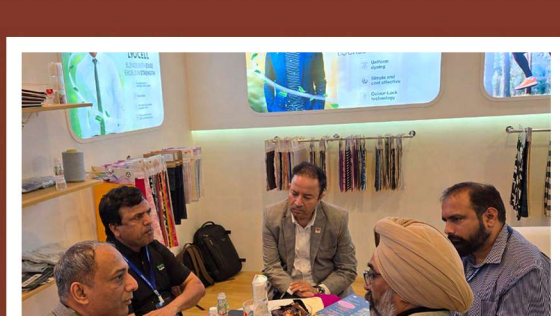
Liva Pavilion sets the stage for responsible textile innovation

Birla Cellulose made a strong impact at **FABTEX 2026 through the Liva Pavilion**, a vibrant space that brought together 11 LIVA Accredited Partner Forum (LAPF) partners from woven and knit categories. This joint showcase is the 4th in as many years, highlighting efforts of the Business Development function in expanding the VSF value chain.



The pavilion showcased a textile ecosystem built around responsible fibres such as Livaeco Viscose, Livaeco Micro Modal, and Livaeco Lyocell, highlighting their versatility across fabrics and finished applications. **Key partners present: Ken Enterprises Private Limited, Aashapura Textiles, and Somtex Fab.**

The initiative reinforced Liva's focus on responsible innovation and sustainable fashion solutions. The pavilion welcomed **over 2,500 visitors, with 600+ customers** engaging closely with the displays.



CMAI FAB Show

Where Sustainable Innovations Took Shape

Birla Cellulose participated in the **CMAI FAB Show at NESO, Mumbai**, showcasing its latest sustainable innovations in Livaeco and Lyocell blends.

The platform enabled strong engagement with **200+ exhibitors and over 250 direct customers**, along with meaningful industry networking and thought leadership through the CEO Sustainability Panel. It also generated traction, with inquiries for 7 lakh+ metres of fabric and strong interest across collections.



Key customer engagement included **ABFRL (Pantaloons), The Souled Store, Raymond (Parx), Shoppers Stop, and Orient Craft**, reflecting wide retail and brand interest across segments.



Overall, the event reinforced Birla Cellulose's role in driving sustainable textile adoption across the industry.



navyāsa

created by *Liva*



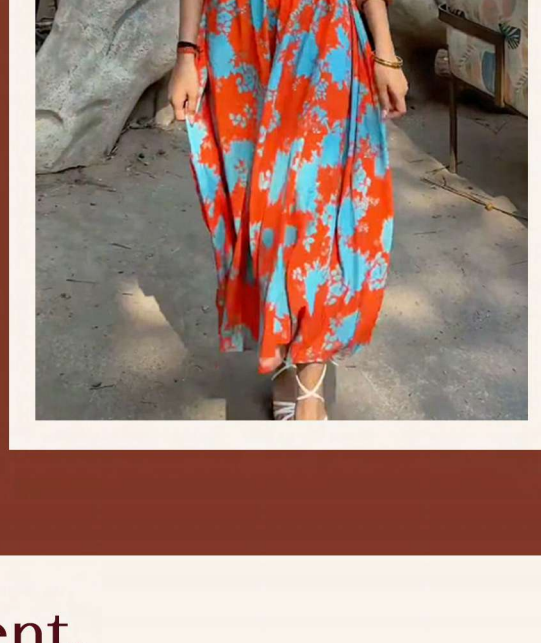
A Summer in Colour

navyasa SS26 collection launch

Summer of Statements positioned navyasa's **SS26** drop as a celebration of expressive summer dressing through breathable Liva collections like Linen, Crepe, Chiffon, and Georgette. Brought alive through vivid colours, contemporary prints, and fluid silhouettes, the collection focused on balancing comfort with confident self-expression for the modern consumer.

Comfort Meets Vacation Style with navyasa

Travel influencer **Anushka Raut** showcased navyasa's luxury apparels across scenic, sunlit backdrops, bringing the Summer of Statements collection to life through elevated and comfortable vacation styling. Featuring breezy co-ord sets and statement silhouettes, the collaboration positioned navyasa as a relevant choice for consumers building their summer and travel wardrobes, while driving strong engagement and relatability for the brand.



For more content, visit our social media handles:

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[@birlacellulose](https://www.instagram.com/birlacellulose)

[@navyasabyliva](https://www.instagram.com/navyasabyliva)