

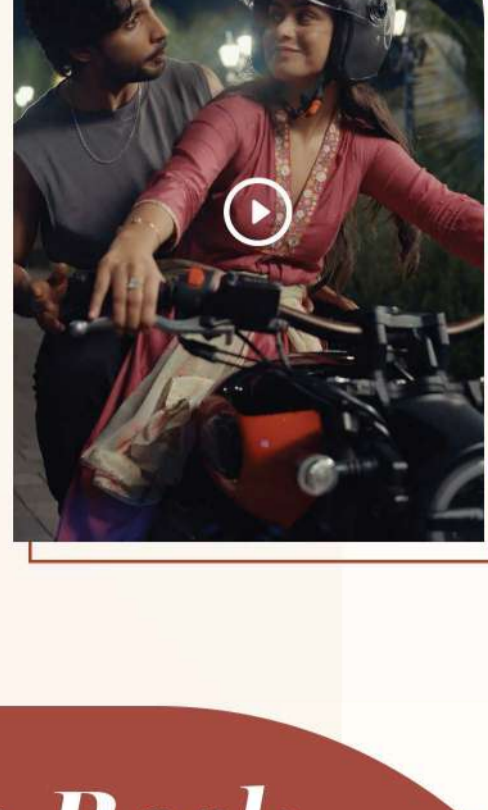
Branding Newsletter



#OwnYourMoves: The Final Chapter

Through a series of films, LIVA showed how the right fabric enables you to own your moves. LIVA rolled out the final film of the **#OwnYourMoves** campaign, bringing the digital series to a close.

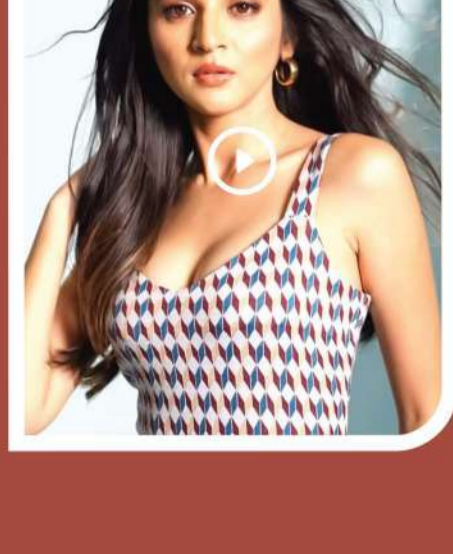
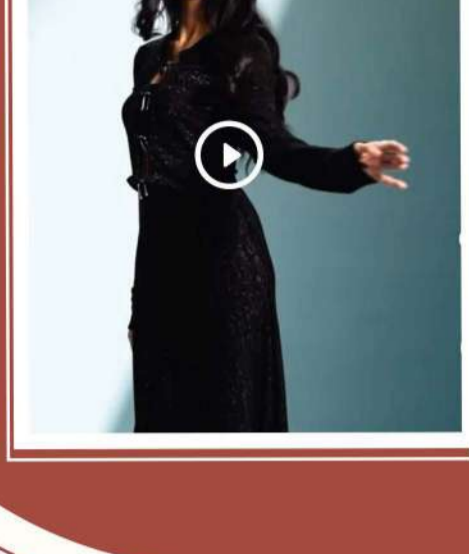
The film captured an unexpected moment of spontaneity, a woman taking charge, riding a bike, and making it to the destination on time, enabled by the ease and flexibility of her LIVA outfit.



From Runway to Reel: Miss Diva Goes Behind the Seams with Liva

LIVA extended its association with **Miss Diva 2025** through bootcamp content featuring contestants, bringing fashion, movement, and fabric storytelling into a more real, behind-the-scenes format.

The content helped bridge aspiration with relatability while keeping LIVA at the centre of emerging fashion conversations.



LIVA on National Television: Aaj Tak Spotlight

LIVA stepped into the spotlight with a high-impact integration on **Saas Bahu Aur Betiyaan (Aaj Tak & Good News Today)**, as host **Parul Chaudhary** filmed at the LIVA Studio in Mumbai.

The segment showcased multiple LIVA outfits on-air, combining organic storytelling with product visibility.

With an estimated reach of **3M+ viewers**, the moment put LIVA front and centre for a high-intent audience, building strong recall and elevating brand credibility at a national scale.

Watch the episode here-



एंटरटेनमेंट का डेढ़ घंटा

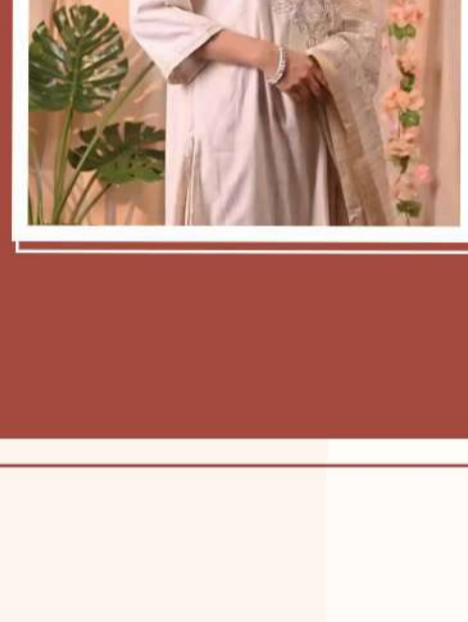
Where Festive Fashion Found Its Spotlight

LIVA's collaboration with **Biba** was anchored around key regional celebrations like **Eid, Baisakhi, and Bihu**, with **6+ creator-led Instagram collaborations** designed to resonate with diverse audiences across markets.



These culturally significant moments enabled contextual storytelling, helping the brand build deeper relevance where it mattered most.

This approach resulted in a seamless blend of culture, fashion, and digital storytelling collectively driving over **1.37 million views** and strengthening brand affinity at a regional level.

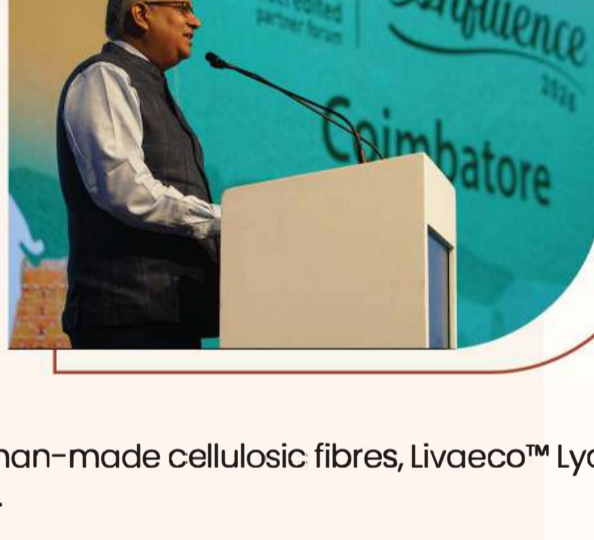


Birla Cellulose
Fibres from nature



Introducing Livaeco™ Lyocell: The Next Chapter in Fibre Innovation

At Confluence 2026, Coimbatore, Birla Cellulose launched Livaeco™ Lyocell, a next-generation fibre engineered through a closed-loop process with 99.7% solvent recovery and sourced from FSC®-certified wood pulp.



Designed to bring the industry one of the strongest man-made cellulosic fibres, Livaeco™ Lyocell combines durability with a smooth, skin-friendly feel.

Backed by **GreenTrack™** traceability, it enables end-to-end transparency from source to finished product. Its versatility spans applications across menswear, denim, athleisure, and home textiles, opening new possibilities for high-performance product development.

The launch further strengthens opportunities for partners to create transparent, future-ready offerings aligned with evolving market needs.

[Read more about Livaeco Lyocell here.](#)

SS'27 Collection Lands in Tirupur with Strong Industry Turnout

The **SS'27 LIVA Fabric Collection** was unveiled at the Tirupur studio, bringing upcoming innovations closer to key garment hubs and domestic brands.

The event saw **70+ attendees, with nearly 50% new customers** alongside key players like **SCM Garments**, **Esstee Exports**, **Next Sourcing**, and **ABFRL**, signaling strong traction and regional expansion.



navyāsa
created by *liva*

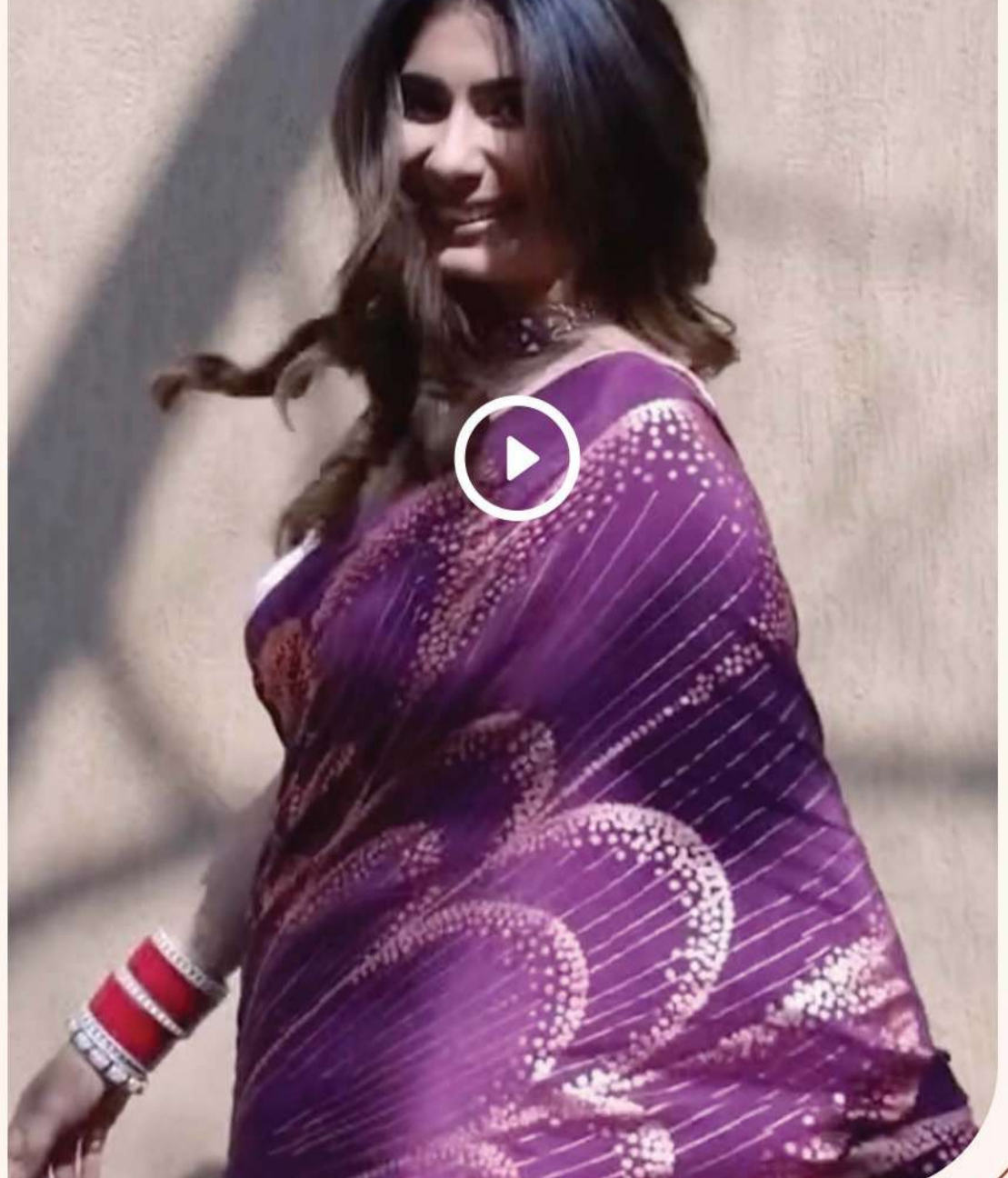
Navyasa x Nayab Midha: Owning the Wedding Conversation

Navyasa teamed up with **Nayab Midha (2.9M followers)** and **Wedding Vows** to create content that brings sarees into the heart of wedding storytelling.

The content reimagined the saree as a versatile, must-have for today's wedding trousseau effortlessly fitting into every celebration, from intimate moments to statement occasions.

The collaboration struck a chord among the target audience, delivering **29K likes and 200 comments**, and strengthening Navyasa's place in the evolving wedding style conversation.

Discover the look-



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