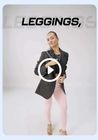
Branding Newsletter

EDITION 9 : SEPTEMBER 2026

liva



01

The LIVA Edit 2026: Continuing the Category Showcase

The category showcase continued on social media, with LIVA fabrics featured across ethnic kurtis, athleisure, leggings, and other apparel categories. New social-first formats were used to showcase the different categories and communicate the LIVA fabric story in relevant, everyday contexts.
From fluid drape that brought ethnic silhouettes to life, to moisture management for athleisure and soft, comfortable fabrics for everyday knits, LIVA demonstrated its versatility across categories
The continued activity **reached nearly 20 million people,** further increasing the visibility of LIVA across categories.

02

Regional Voices Amplify LIVA's Skin-First Conversation

Regional UGC creators and influencers continued making content to strengthen LIVA's skin-first narrative.
The creators highlighted the importance of fabric choice and communicated LIVA's fabric benefits, including comfort, reduced friction, breathability and smoothness against the skin, while encouraging consumers to look for the **LIVA Pink Tag** while shopping.
Through relatable formats and everyday fashion situations, the overall content generated over **14 million views** and reached more than **7 million people.**

Birla Cellulose
Fibres from nature

03

Birla Cellulose Showcases LIVA Solutions at CMAI National Garment Fair

Birla Cellulose participated in the **83rd CMAI National Garment Fair** in Mumbai showcasing its latest LIVA fibre and fabric solutions for women's wear. The showcase featured the **SS27 LIVA Collection, Serafina, Vivencia, Vellora, Aurelian, Master Designer and Kurti Collections,** along with Livaeco Lyocell and a range of fibre blends across kurtis, ethnic wear, women's wear and intimate wear. Four value-chain partners also showcased their latest fabric developments at the LIVA stall.

The participation strengthened engagement across the **women's wear value chain,** while highlighting LIVA's **innovation, versatility and sustainable fibre solutions** and gathering direct customer feedback.

The event brought together **480+ exhibitors and 9,000+ trade visitors,** with the LIVA stall recording **250+ customer visits.** It generated 5.5 lakh+ metres of order inquiries, with strong interest in Livaeco, Livaeco Lyocell, Viscose-Linen, Viscose/Modal and other fibre-blended solutions, creating opportunities for follow-up discussions and potential business conversions.

04

Birla Cellulose Identifies New VAP Opportunity at INDEX Nonwoven

Birla Cellulose participated in the **INDEX Nonwoven exhibition,** engaging with global customers and value-chain partners through 40+ meetings. The team also met the top six global tampon producers, representing around 85–90% of the global market, to explore requirements for specialised fibre solutions.
A potential opportunity for trilobal fibres for tampon applications was identified, with TRC readiness and Capex planning initiated. The opportunity has a potential **target of 30–35 TPD** within three years with an estimated US$0.60–0.70/kg premium, making it a potential high-value VAP opportunity for TRC.

navyāsa
created by liva

05

AM to PM collection: Strengthening Navyasa's Contemporary Saree Proposition

Navyasa by LIVA introduced **AM to PM,** a collection inspired by the modern woman's ever-evolving day. Featuring contemporary prints, fluid silhouettes, and lightweight fabrics, the collection combines comfort with effortless style, taking the saree from work hours to after-hours with ease.
The collection reflects the growing demand for fashion that is both functional and expressive, while strengthening Navyasa's contemporary appeal.

For more content,
visit our social media handles:

@livafashionin @birlacellulose @navyasabyliva