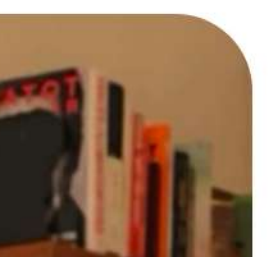




Branding Newsletter

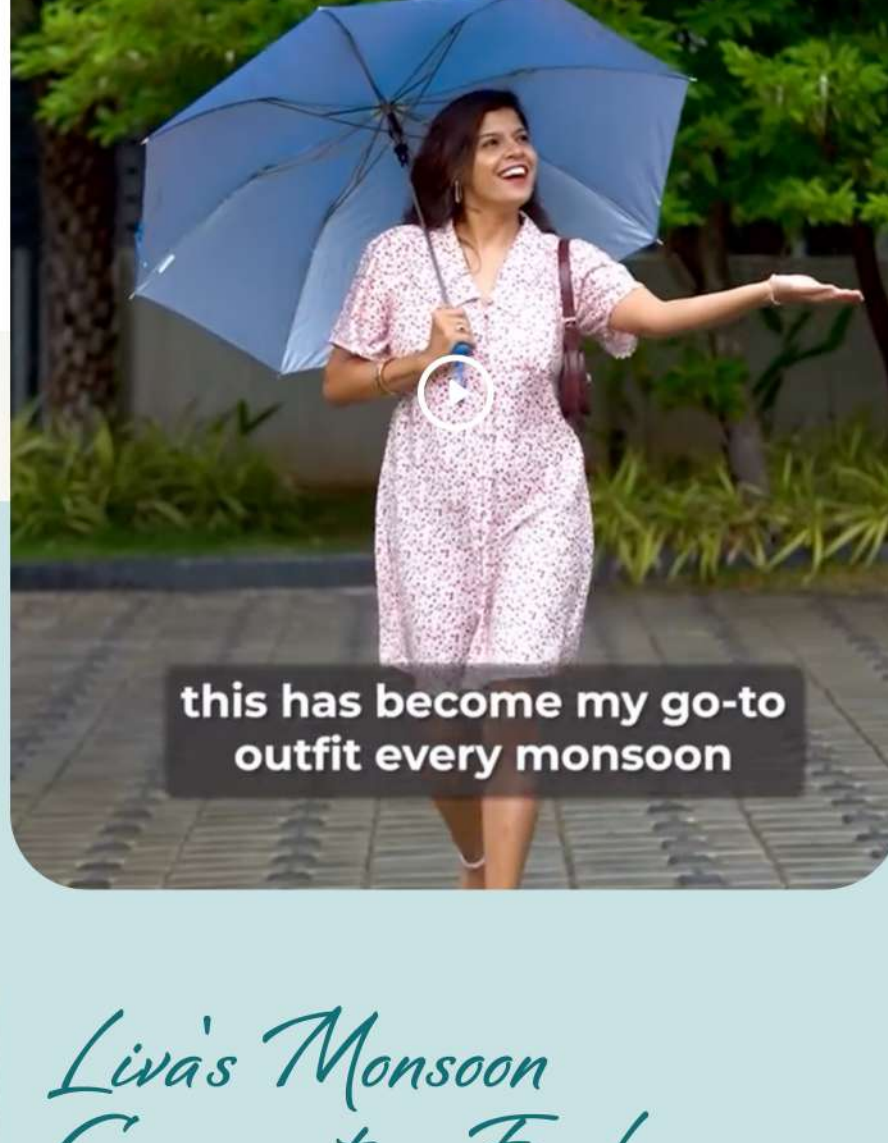
EDITION 8 : AUGUST 2026



Dr Rashmi Soni
Dermatologist skin and hair expert

Skinfluencer Campaign Expands Beyond Dermatologists

As the **Skinfluencer** campaign entered its next phase, LIVA collaborated with lifestyle creators who reacted to dermatologist videos and shared their own perspectives on the connection between fabric and skin. This amplified the campaign beyond expert opinions into everyday consumer conversations, encouraging more people to consider fabric choice as an important part of skin care routine. The initiative generated strong audience interest, with creator content receiving engagement and views.



Liva's Monsoon Conversation Finds Regional Voices

LIVA collaborated with **12 UGC creators** across **five regional languages**, Gujarati, Kannada, Tamil, Telugu, and Bengali to extend its monsoon campaign and connect with local audiences.

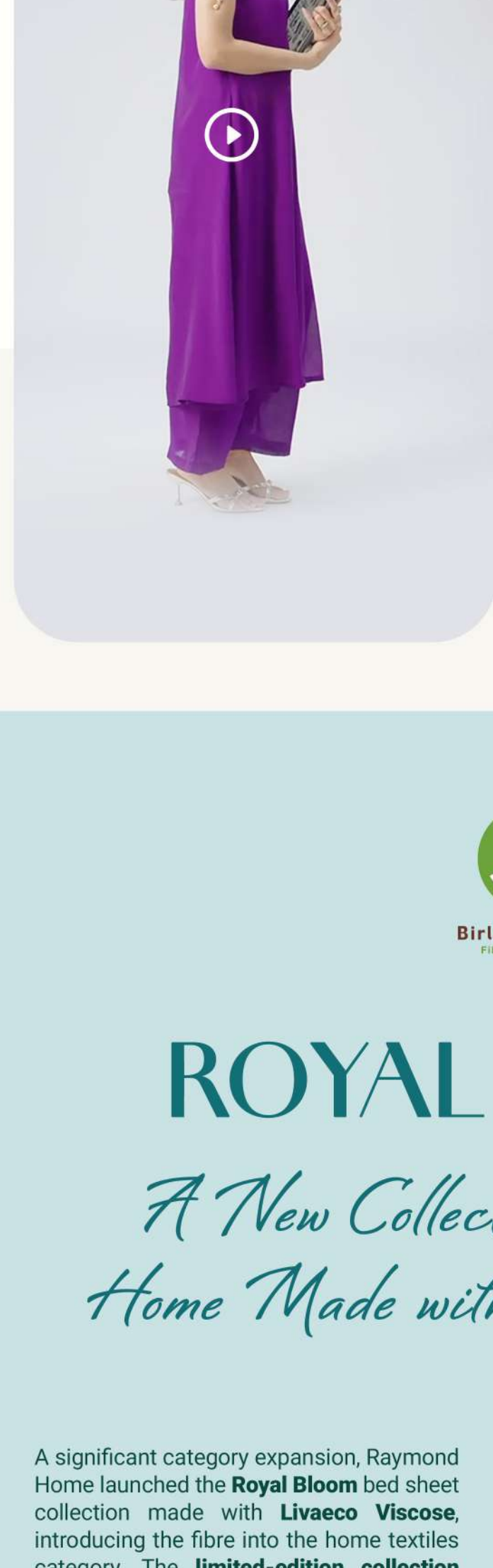
Through content centred on the everyday challenges of dressing in **hot, humid, and sticky weather**, the creators highlighted the importance of choosing fabrics that offer comfort beyond style during the monsoon.

By communicating LIVA's fabric benefits through familiar local-language narratives, the campaign made the brand message more relatable and accessible, strengthening LIVA's relevance across **regional markets**. The creators drove engagement rates of up to 24%, while also encouraged consumers to look for the **LIVA Pink Tag** while shopping for monsoon wear.

the LIVA EDIT 2026

LIVA launched **The LIVA Edit 2026**, a category campaign highlighting LIVA fabrics across apparel categories, including kurtis, athleisure, knits, woven wear, and more. The campaign commenced as a **360-degree campaign**, spanning digital, print, and outdoor media across **24+ towns**.

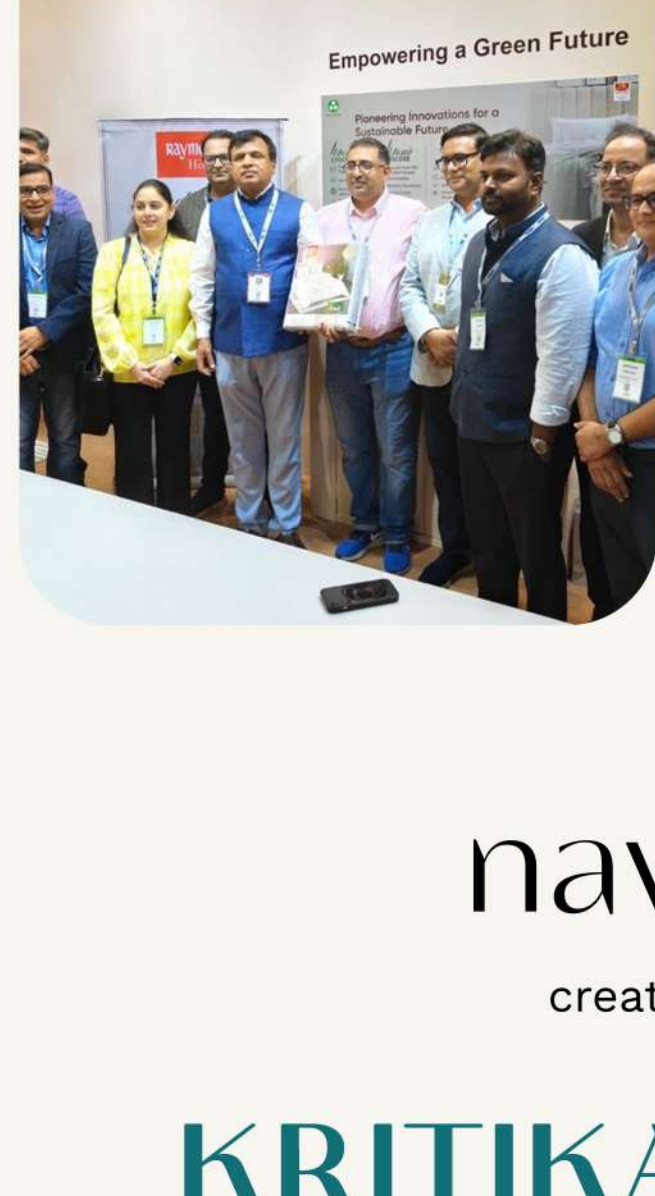
The campaign is designed to strengthen LIVA's presence across multiple apparel categories on social media, showcasing the versatility of LIVA fabrics and broadening consumer perception of the brand.



ROYAL BLOOM:

A New Collection by Raymond Home Made with Livaeco™ Viscose

A significant category expansion, Raymond Home launched the **Royal Bloom** bed sheet collection made with **Livaeco Viscose**, introducing the fibre into the home textiles category. The **limited-edition collection** brings together Livaeco™ Viscose's softness, breathability, sheen, and responsible sourcing attributes with Raymond Home's established expertise in home textiles.



Empowering a Green Future

The strategic collaboration aimed to accelerate the adoption of Livaeco™ Viscose in the Indian home textiles market while demonstrating its versatility beyond apparel. The successful launch marked a new category application for Livaeco™ Viscose, strengthened the ongoing collaboration between Birla Cellulose and Raymond Home.

navyāsa
created by *liva*

KRIKKA KAMRA FOR ORIELA:

A Celebrity-Led Festive Launch



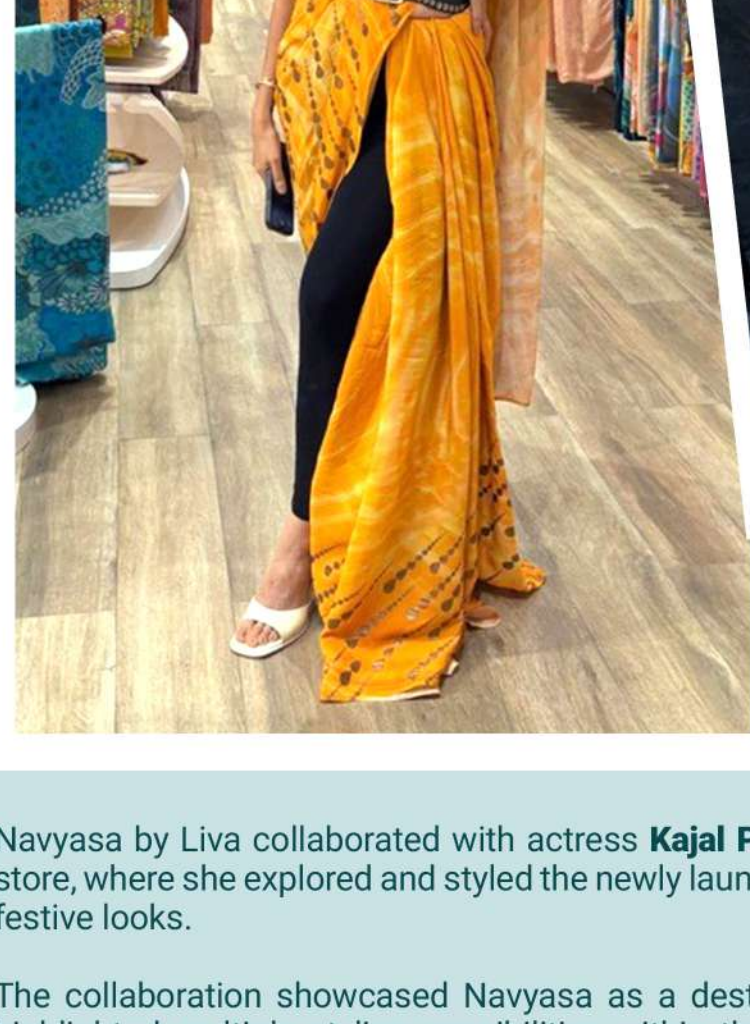
Kritika wears a light and fluid Navyasa saree featuring romantic blooming orange motifs on a soft ivory base, blending timeless elegance with breezy style, complemented by a sleek, minimalist linear ear cuff from Kumari Fine Jewellery

Navyasa by LIVA collaborated with actor **Kritika Kamra** to unveil **Oriela**, a festive collection inspired by the soft golden sheen of festive evenings. Warm hues, expressive motifs and luminous textures come together in fluid Liva crepes, georgettes and jacquard drapes, finished with subtle shimmer, foil prints and crystal embellishments that capture the glow of dressing up.

The collection's feature in the July edition of **HT Showstopper** enhanced brand visibility, reached style-conscious audiences, and reinforced Navyasa's positioning as a contemporary saree brand for women who value effortless elegance.

Celebrity Styling Collaboration with actress

KAJAL PISAL



Navyasa by Liva collaborated with actress **Kajal Pisal** for an in-store styling feature at its Mumbai store, where she explored and styled the newly launched festive collection through two contemporary festive looks.

The collaboration showcased Navyasa as a destination for contemporary festive dressing, and highlighted multiple styling possibilities within the collection and strengthened Navyasa's appeal among women seeking modern festive fashion.

For more content, visit our social media handles:

@livafashionin

@birlacellulose

@navyasabyliva