



## Press Release

25th February, 2021

### **Birla Cellulose takes a giant leap towards making fashion more sustainable.**

Birla Cellulose, following the Aditya Birla Group's philosophy of being at the forefront of sustainable business practices, has taken yet another step towards enhancing the sustainability of the fashion industry through the introduction of **Liva Eco** fiber by Birla Cellulose.

A shift towards sustainable clothing/fashion is the need of the hour. More than 350+ global brands have signed up with various eco-campaigns such as CanopyStyle and have made firm commitments to move towards a more sustainable and conscious textile sourcing in the future. With the help of our new Liva Eco fiber, Birla Cellulose wishes to be a support partner for all value chain members in Indonesia and overseas, who seek sustainable fabrics which are also fashionable.

Liva Eco, which is the sustainable rayon offering from Birla Cellulose, has become a staple with various global brands, within a very short span of time. Various retail buyers and brands, both domestic as well as global who are looking for sustainable and eco-enhanced fabrics and garments for fluid fashion will find Livaeco, is a great fit for the same. Liva Eco enhances the product sustainability further through the **use of raw material from sustainable and certified forest, lowest water consumption & greenhouse gas emissions during the manufacturing process and a unique traceability solution** for ensuring source credibility.

Livaeco by Birla Cellulose will be available exclusively in SS 21/22 and AW 21/22 seasonal collections at the Birla Cellulose Design studio in Bandung for various designers, fabricators, brands to go through. We would also look forward to co-creating collections with various value chain members in Indonesia and across the world.

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For details on Canopy:

<https://canopyplanet.org/campaigns/canopystyle/>

<https://hotbutton.canopyplanet.org/>