



LAUNCH

Birla Cellulose Launches LIVA Crème

Kumar Mangalam Birla, Chairman, Aditya Birla Group, launched LIVA Crème, the new age fabric from the group, in a LIVA Accredited Partner Forum (LAPF) partner event.

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CAMPAIGN

EURO FASHIONS' NEW BRAND

AMBASSADOR: SIDHARTH MALHOTRA

Euro Fashions Inner announced the Bollywood actor as its new brand ambassador with the launch of its latest commercial 'Start Something Sexy'.

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COLLABORATION

Status Quo Joins Hands With Baahubali Franchise

Status Quo announced its association as the official fashion partner for the Baahubali franchise and launched an official range of 'Baahubali' apparels for men.

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FASHION WEEK

Lulu Fashion Week 2017

The Lulu Fashion Week at Kochi witnesses ramp walks, brand lunches, fashion shows, inspiring conferences and an award ceremony.

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SHOW

Milano Unica XXIV Edition - A Report on

The XXIV edition of the Iconic Italian Textile and Accessory Trade Show - Milano Unica held at Fiera Milano Rho presented latest collections, and new strategic and technological changes in the textile-accessory industry.

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