



# Adding a Touch of Innovation

**Birlacril® to Present their A/W 2013-14 Collection at Spin Expo, Shanghai 2012**

Birlacril®, the flagship brand of Acrylic Fibre Business (Aditya Birla Group) announces the launch of its AW 2013-14 collection at Spin Expo, Shanghai during 4th-6th September 2012. With over 200 exhibitors and 10,000 business visitors, Spin Expo (Shanghai) presents an international, creative, top level offer for fibers, yarns and knit-wears. It is one of the premier trade events in today's global textiles and fashion industry.

Birlacril® AW 2013-14 collection includes a range of concept garments primarily made with Pilbloc® brand innovative fibers from Birlacril®. The collection demonstrates the diversity, innovations and colors possible with Birlacril® products keeping in tune with the fashion trends of the coming season. The collection is based on five main themes namely - "Navajo Chic", "Dancing Waters", "Varsity Prep", "Tibetan Frenzy" and "Into The Woods".

The Navajo Chic theme is the perfect blend of "boho-exotic" chic look. This is a collection with free spirited silhouettes and bright beautiful geometric jacquard patterns. The Dancing Waters theme encapsulates the glistening dancing moves of water. The collection uses jacquard to recreate the alluring magic created by waves. Ethereal blues with a hint of dainty green enhance the appeal of the collection. The Varsity Prep theme expresses the precise and clean elegance of the

traditional college striping. The effortless cool show of this style is met with contrasting trim and varsity stripes. The Into The Woods theme revolves around "Nature". The colors and the patterns used are based on wood, wool, barks, foliage and ferns. The Tibetan Frenzy theme reflects the traditional designs of Mandala Art Form. This is an excellent fusion of traditional designs with modern elements of fashion.

Pilbloc® brand fibers impart softness and unique hand-feel in garments. It resists pilling over repeated use and washing. Knitwears and apparels made from Pilbloc® look as good as new after every wash. Fabric made from Pilbloc® resists pilling throughout its lifetime. Garments made with Pilbloc® have cashmere feel, vibrant colors, bright and natural luster, and excellent wash and easy care aesthetics. Pilbloc® is specially suitable for hand knitting yarns and bright, super-soft chenille yarns.

The Pilbloc brand fibers' Autumn/Winter collection for 2013-14 represents the convergence of best of product qualities like superb softness, unique hand-feel, pilling resistance, vibrant colours, bright and natural luster and excellent wash and easy care aesthetics, with the main themes that are likely to be dominate the trends. This would offer an opportunity to Pilbloc to provide a touch of innovation at Spin Expo to attract connoisseur buyers from all over the world. ❖