



CONTENT STRATEGY



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ABOUT THE BRAND



ABOUT THE BRAND



The Identity

A next-gen specialty fabric brand by Reliance Industries Limited (RIL), launched in 2018 as a B2B technology partner for global fashion brands.

The Innovation

"Smart Fabric" created through fibre-level engineering. Fibres are chemically and structurally modified before yarn conversion to deliver specific benefits (moisture management, thermal control, stretch).

Sustainability Core

Champions the circular economy by converting post-consumer PET and ocean-bound plastic into certified, traceable, high-performance fabrics.

The Ecosystem

Operates via the Hub Excellence Program (HEP), partnering with accredited mills to ensure industrial-scale quality across activewear, denim, and formalwear.



VISION

To become India's most trusted and globally recognized innovation platform for next-generation textiles, delivering high-performance and sustainable fabrics that empower brands, designers and manufacturers to build a cleaner, smarter and future-ready fashion ecosystem.

VISION & MISSION



MISSION

To develop and deliver cutting-edge performance and sustainable fabric technologies that elevate comfort, functionality and environmental responsibility across the global textile value chain, while empowering mills, brands and designers with accessible, scalable and future-ready material solutions.



BRAND ELEMENTS



BRAND POSITIONING STATEMENT



For the eco-conscious and performance-driven consumer, R | Elan is the next-generation fabric brand (Fabric 2.0) that delivers the dual power of high-fashion aesthetics and advanced sustainability.





BRAND PERSONALITY



Sophisticated & Modern

Resonates with high-fashion aesthetics; it feels premium, fluid, and dynamic (e.g., Lakmé Fashion Week presence).

Conscious & Responsible

Authentic in its sustainability; grounded in verifiable data (Traceability) rather than superficial greenwashing.

Enabling & Collaborative

It is not the hero of the story, it is the mentor. It empowers partner brands and designers to create better products.

Intelligent & Tech-Savvy:

Speaks the language of molecular engineering (Kooltex, AirTherm) but translates it into consumer benefits.



BRAND VOICE

Empowering & Visionary:

The voice inspires designers and consumers to do better without sounding preachy. It frames sustainability as an upgrade (luxury), not a compromise.

Technically Precise but Accessible:

It uses specific technical terms to build credibility but explains them simply so the consumer understands the benefit.

Premium & Aesthetic:

It uses the vocabulary of luxury and art. Even when talking about recycled plastic bottles, it sounds chic.



UNIQUE SELLING PROPOSITION



UNIQUE SELLING PROPOSITION

High-performance, next-gen fabrics that combine **technology + comfort + sustainability** (like moisture-management, durability, and recycled PET materials), backed by Reliance's strong R&D and supply chain.





INDUSTRY RESEARCH



OVERVIEW

- The global engineered fabrics market was valued at approximately USD 32.5 billion in 2024 and is expected to reach about USD 44.4 billion by 2030, growing at a CAGR of ~5.3 % from 2025–2030.
- The global performance fabric market was estimated at around USD 80.7 billion in 2024 and is projected to reach about USD 114.7 billion by 2033, with a CAGR of ~4.1 % from 2025–2033.
- Growth driven by athleisure, health & wellness, sustainability mandates, and material innovation.
- Industry spans functional, sustainable, smart, and aesthetic performance textiles.
- Strong opportunity as performance and sustainable fabrics move from niche to mainstream apparel and lifestyle applications.





WHY R|ELAN FITS?

- R|Elan is a next-generation technical and performance fabric brand.
- Portfolio strongly aligned with sustainable and engineered performance textile segments.
- GreenGold, Ecocean, CiCLO-based solutions reflect advanced fibre and textile engineering.
- Backed by strong R&D, polymer expertise, and Reliance's integrated manufacturing ecosystem.
- Addresses a key industry gap by combining performance, aesthetics, and sustainability in scalable solutions.



FUTURE OPPORTUNITIES

- Expand selectively into smart, adaptive, and value-added textile technologies.
- Strengthen leadership in circular economy models, traceability, and recycled fibre innovation.
- Advance biodegradable, bio-based, and low-impact polyester solutions.
- Build fashion-forward, high-drape performance fabric categories to bridge fashion and function.
- Grow global co-branding, designer partnerships, and international ecosystem collaborations.





TARGET AUDIENCE



TARGET AUDIENCE

Primary Audience:

Fashion brands, mills, manufacturers, e-commerce.

Secondary Audience:

Sustainability, performance, fashion-conscious consumers.

Tertiary Audience:

Media, NGOs shaping industry credibility.



SWOT ANALYSIS



SWOT ANALYSIS

STRENGTHS

- Exclusive ownership of high-tech, patented smart fabric technologies.
- Rapid testing of products via Reliance's own massive retail stores.
- Strong sustainability portfolio with certified recycled fibres.
- Powerful ingredient branding potential backed by Reliance's ecosystem.

WEAKNESSES

- Invisible brand: Consumers credit the clothing label, not the fabric.
- Quality risk: Reputation depends on how well partners stitch fabrics.
- Bad reputation: Many still view polyester as "cheap" or sweaty.
- High price: Premium tech is too expensive for small local markets.

OPPORTUNITIES

- Global eco-laws force brands to buy certified green fabrics.
- Athleisure boom: Demand for office clothes with sportswear comfort.
- Recycling revolution: Turning old clothes into new fiber is huge.
- Global Sustainability Mandates: Increasing regulations (e.g., EU Green Deal, ESG reporting) are forcing global brands to prove supply chain transparency..

THREATS

- Fake eco-claims could instantly destroy trust in the brand.
- Cotton comeback: Fashion trends returning to natural fibers reduces sales.
- Cheaper rivals in Vietnam or Bangladesh undercutting export prices can duplicate the fabric.
- Anti-plastic laws: Future bans on micro-plastics threaten the industry.



COMPETITOR RESEARCH



ABOUT THE BRAND

- LIVA is Birla Cellulose's fashion-focused fabric brand built on fluidity and comfort.
- Uses fibres like Livaeco, Liva Reviva, and Birla Modal.
- Seen widely in women's wear through brands like Pantaloons, W, and Biba.
- Supported by Aditya Birla Group's strong fibre technology and sustainability work.

SOCIAL MEDIA PRESENCE

- Instagram: Fashion-led visuals; engagement varies; heavy reliance on partner brand shoots.
- Facebook: Low interaction; mainly campaign highlights and product visuals.
- LinkedIn: More corporate; updates on fibres, sustainability, and industry partnerships.
- YouTube: Limited fashion storytelling; mostly brand films and sustainability explainers.



BRAND POSITIONING

- Stands for "fluid fashion" soft, breathable, easy-flowing fabrics.
- Highlights sustainability through Livaeco and circularity with Reviva.
- Strong B2B partnerships and recognisable retail hangtags.
- Tone is feminine and fashion-led, but still a bit corporate at times.

CONTENT STRENGTH

- Strong drape visuals, campaign photos, and catalogue-style content.
- Clear basic sustainability messaging for Livaeco and Reviva.
- Weak in fibre-tech storytelling, performance benefits, and transformation stories.
- Minimal UGC, trends, or emotional content to engage younger audiences.



ABOUT THE BRAND

- One of India's oldest and largest rPET and recycled polyester producers.
- Founded in 1987, focused on recycling PET bottles into fibre and yarn.
- Multi-plant operations mainly across North India.
- Known for strong recycling capability and large-scale PET processing.

BRAND POSITIONING

- Positions itself as a responsible, sustainability-driven recycling company.
- Tone is formal, technical, and B2B, aimed at investors and industry.
- Focuses on capacity, technology, operations, and long-term growth.
- Sustainability shown through a practical, business-first approach.

SOCIAL MEDIA PRESENCE

- Instagram: 268 followers, low posts; basic sustainability updates; minimal engagement.
- Facebook: Very limited activity; corporate updates only.
- LinkedIn: Personal-style profile; under-optimized company page; almost no content.
- YouTube: Mostly earnings calls; 80–300 views; little brand or educational storytelling.

CONTENT STRENGTH

- Strong credibility as a pioneer in large-scale PET bottle recycling.
- Clear communication of recycling process and operational scale.
- Consistent emphasis on environmental responsibility and circularity.





BUYER PERSONA

THE STRATEGIC SOURCING DIRECTOR



VIKRAM SETHI

Age: 44

Location: Mumbai (Corporate HQ)

Profession: Head of Sourcing & Product Development (Indian Ethnic & Fusion Wear Brand)

Experience: 18+ Years in Textile Procurement & Supply Chain

Status: Married, two teenagers

Vikram is a seasoned textile professional who's grown from the shop floors of Surat to leading value-first sourcing for a fast-growing ethnic-fusion brand. He distrusts hollow marketing but appreciates real innovation especially when it tackles his biggest challenges: sustainability compliance and reliable fabric performance. For him, fabric isn't just a material; it's a story he must confidently sell to his team.

MEDIA CONSUMPTION

WGSN **FF**

TRIGGERS
Competitor pressure, the annual summer search for breathable wrinkle-free fabrics, and new 2025 sustainability targets push him to seek reliable innovation.

BARRIERS
High costs, loyalty to existing mills, and doubts about dyeing and production ease make him hesitant to switch to new tech fabrics.

NEEDS
Verified sustainability, a strong product story, and a single reliable partner who can manage the entire fabric value chain.

PAIN POINTS
Fear of fake sustainability, constant pressure to balance premium feel with tight budgets, and frustration with suppliers who offer no real innovation.

INDEPENDENT FASHION DESIGNER



AKANKSHA KAPOOR

Age: 30

Location: Mumbai

Profession: Independent Fashion Designer

Experience: 4–5 years in the industry

Akanksha is an emerging fashion designer who looks for innovative, recycled, and performance-driven fabrics to create modern, comfortable, and sustainable collections. She values reliable textile partners, clear sustainability credentials, and flexible sourcing that supports her growth as she scales her designs.

MEDIA CONSUMPTION



VOGUE

GQ

WWD

ELLE

TRIGGERS

Inspired by designers using sustainable fabrics, discovering R | Elan at Lakmé Fashion Week, rising customer demand for comfort and eco-friendly materials, and the need for a reliable supply partner.

BARRIERS

Lack in quality of trust in Sustainable fabrics. Gap in outreaching fashion designers for work collaboration.

NEEDS

Access to samples, clear fabric and sustainability information, value-for-quality options, and a dependable long-term partner.

PAIN POINTS

Limited access to small-batch innovative fabrics, unreliable sustainability claims, inconsistent quality, and lack of technical guidance.



SOCIAL MEDIA AUDIT



BRAND BASICS

- The bio typically positions the brand as Fabric 2.0 or Next Gen Fabric.
- Uses strong keywords like Sustainability, Innovation, Circular Economy, GreenGold.
- Linktree containing recent press coverage and designer collaboration lookbooks.

ENGAGEMENT

- As a B2B brand, they don't get viral likes like a meme page, but they get high-quality engagement from industry professionals and fashion enthusiasts.
- Comments are positive, often from designers, models, or eco-conscious consumers
- A need to shift from passive receiving to active, interactive communication.



CONTENT

- High-resolution runway images and videos from Lakmé Fashion Week.
- Collaboration posts with Fashion Designers like Namrata Joshipura, Deeksha Mishra, and brands like Dungrani, etc

FREQUENCY

- During Lakmé Fashion Week, frequency of posting spikes to 3-5 posts per day.
- Maintains a consistency of at least 3-4 posts per week to keep the feed alive.
- Overall, the frequency is good but the gap between fashion weeks can feel empty.



BRAND BASICS

- The tagline under the logo says Fabric Of The Future, but the About section calls it Fabric 2.0 this can confuse B2B visitors.
- About Section is extremely detailed, it reads like a technical manual rather than a brand story.
- The banner promotes EARTHTEE 7.0 with a green foliage background resonating sustainability, but the text is a bit small.

ENGAGEMENT

- Brand holds 1,252 followers, engagement is likely very low. The audience seems to be mostly employees and a few trade partners.
- The page appears to be broadcasting information rather than discussing industry trends.



CONTENT

- The posts are more of an updates for events rather than speaking about the brand & its products.
- Static, text-heavy graphics which looks corporate and informative but lacks the purpose of the brand in the feed.
- The visuals are clean but functional serving a logistical purpose than of an Educational and emotional purpose.

FREQUENCY

- The brand is practicing a Sporadic Schedule of content likely driven by events (Lakme Fashion Week or Runway Revolution).
- Due to inconsistency, brand is losing visibility as the linkedin algorithm doesnt supports pauses in posting content



BRAND BASICS

- The description (The Next Generation of Fabrics by Reliance Industries...) is accurate but purely corporate.
- The handle @relan9033 feels unpolished and autogenerated. It lacks the professional official suffix.
- The banner likely mirrors their current campaign (LFW or EarthTee), but given the low traffic, it's not acting as a conversion tool.

ENGAGEMENT

- Extremely low. Recent videos like Ashish Soni - Journey have average of 4 views. Even older videos often have 100 views.
- There is no Distribution Strategy. The videos are uploaded acting as a repository but not shared or optimized for YouTube's algorithm.



CONTENT

- Heavily focused on Lakmé Fashion Week (LFW) highlights, Designer Journey videos (e.g., Ashish Soni, Maximilian Raynor), and the Circular Design Challenge.
- A Format is a mix of 1-minute interviews and event highlights.
- Production value is high. A 1-minute video of a designer talking about drapes is interesting to fashion students, but boring to the mass market.

FREQUENCY

- They upload 5-6 videos in a week during events, then go silent for remaining weeks.
- Inconsistency in content kills algorithmic growth. YouTube prefers steady posting over sudden floods.



BRAND BASICS

- Typically mirrors the latest campaign of a brand. It is visually high-quality but often contains text that is too small for mobile users.
- About us section has Fabric of the Future with a website link & basic category details. It feels functional but lacks a strong Community hook.
- The Events tab is often underutilized despite their heavy presence at trade shows like Yarnex.

ENGAGEMENT

- Likely low on organic posts which are often from inner circle or employees.
- Fashion content gets likes, but educational content gets shares. Currently, there isn't enough Shareable content pieces



CONTENT

- Cross-Posted Content. Most posts appear to be identical to Instagram (Reels, Runway photos)
- High-fashion visuals which works good on Instagram whereas Facebook audiences often engage better with longer Videos.
- The content is Aspirational (High Fashion), but the typical Facebook user might be looking for Utility.

FREQUENCY

- Likely mirrors Instagram practicing cross-posting scheduling plan
- Facebook posts have a longer half-life than Instagram. Posting once a day is sufficient, but consistency is key.



COPYWRITING FRAMEWORK



B-A-B

Before

Both customers and aggregators working on the independent direction due to which both parties might get value but R Elan as a brand is not getting benefited.

After

Covering that both the sectors are working in a collaborative manner where R elan as a brand is being projected as authoritative leader in textile innovation industry

Bridge

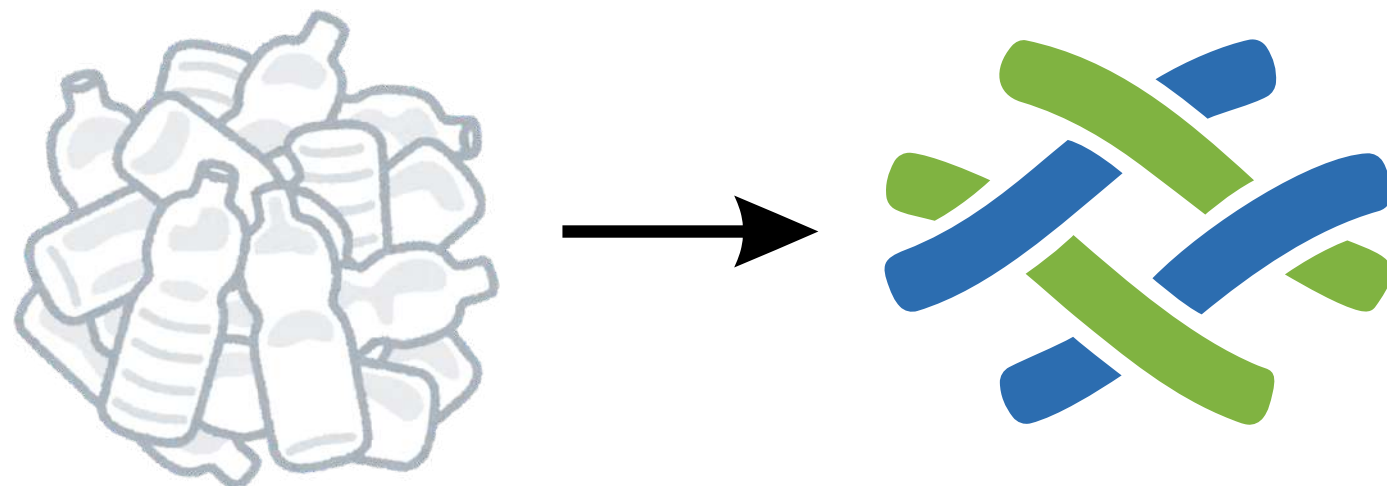
An initiative to build R Elan as a platform where the collaborative ecosystem is developed keeping both the parties gets benefited in their domains.



CONTENT STRATEGY



HERO



Concept note - #Revivefashion

The idea revolves around covering a journey of fabric being made in order to sustain nature. Through visual approach from how the plastic bottles are churned out to the end product i.e. sustainable fabric is created landing a message of "Revive Fashion" stating that the brand is conscious about plastic recycling into sustainable fabrics.

PLATFORMS



HERO



Re Care

Scene: Plastic bottles form the Earth, highlighting global waste in a hyper-realistic view.



Re Create

Scene: A floating plastic scrap ball bursts into minute particles against a white background.



Re vive

Scene: Micro black plastic particles are visibly turning into new, continuous threads.

HERO



Re live

Re Live

Scene: A black thread is being machine-stitched and woven into a detailed cloth fabric.



Re Fashion

Scene: A black suit made from the new cloth floats, focusing on detailed tailoring and shadow.



Revive Fashion

Scene: The finished black suit gracefully fades out, revealing the final brand logo. The brand logo is centered as the "Fabric 2.0 Revive Fashion" text appears dynamically.



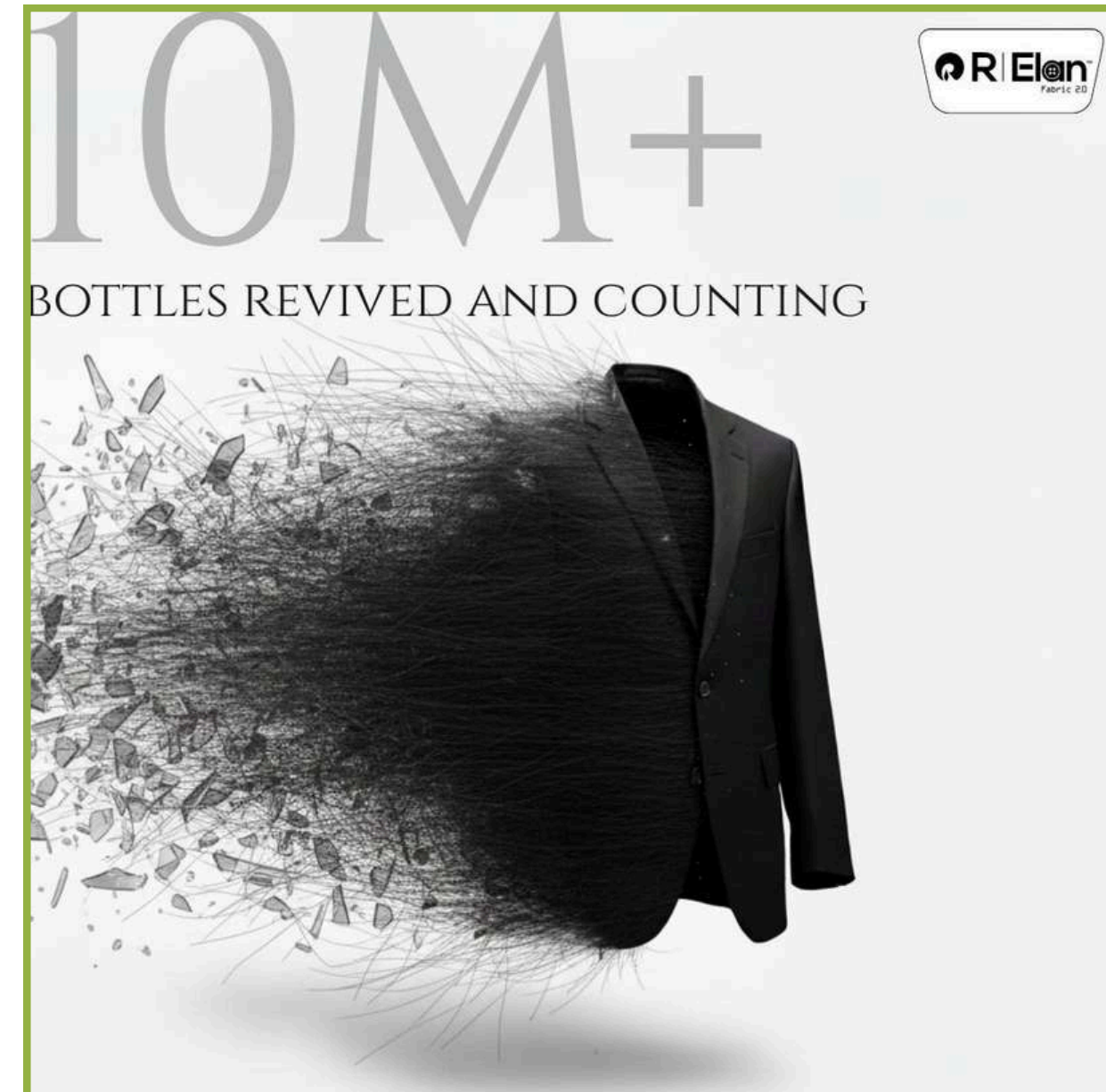
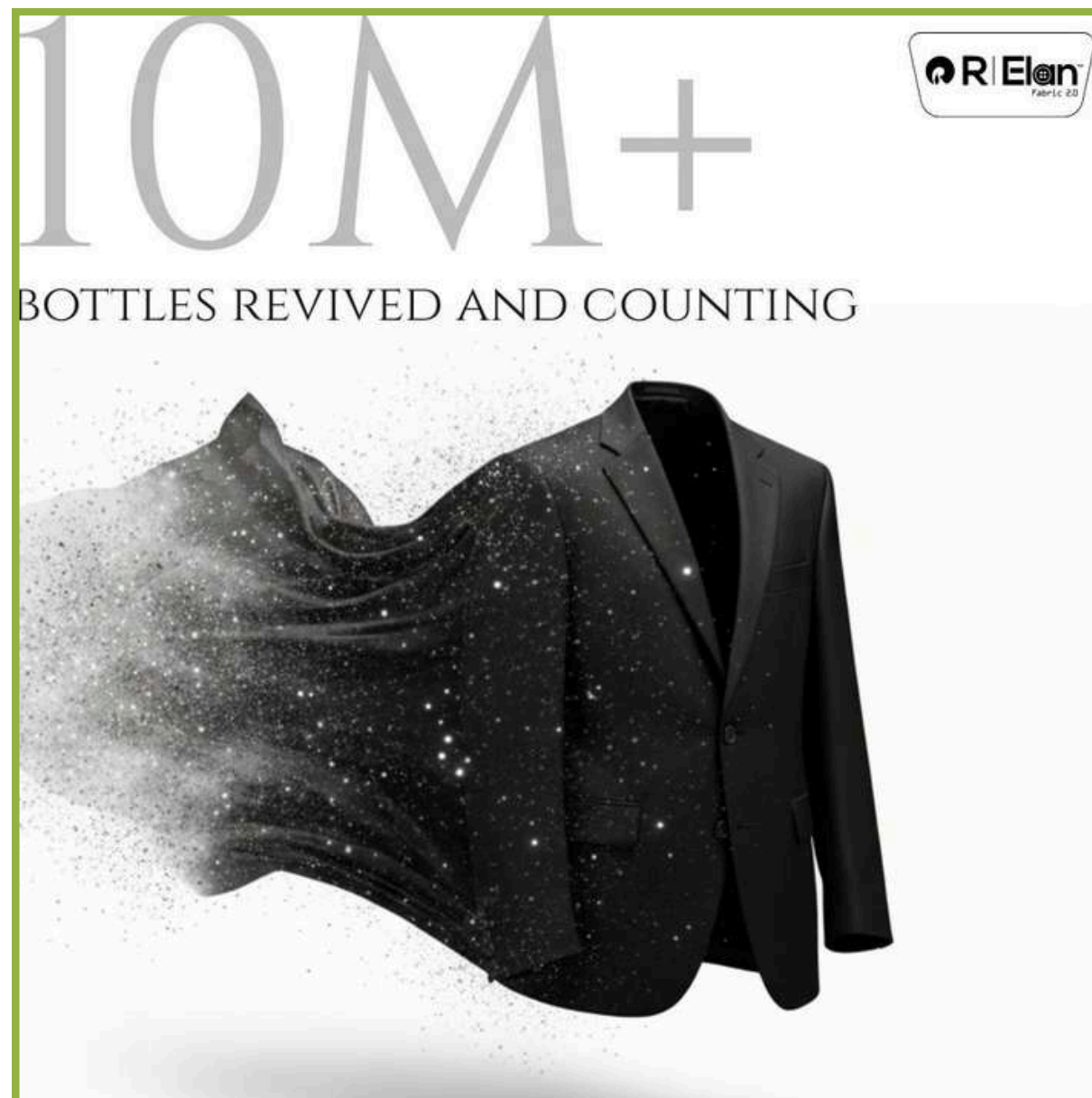
RUN DOWN EDIT 1



RUN DOWN EDIT 2

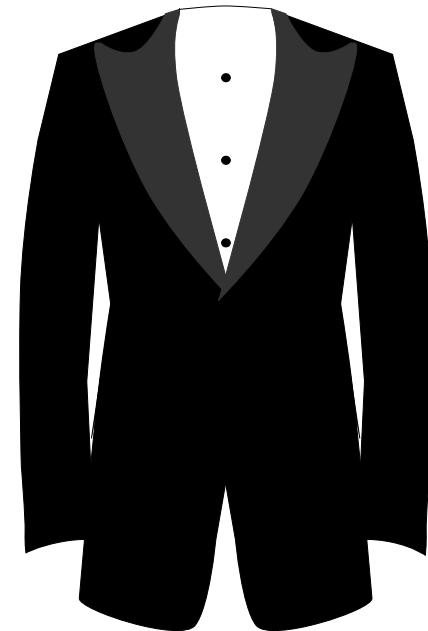


REPURPOSING FILM CONTENT





HUB



Concept Note - #fashiontofuture

The concept centers on showcasing emerging designers who innovate R|Elan's smart fabrics into future-ready clothing. A visually engaging design contest establishes R|Elan as the foundation for creativity, highlighting the potential of sustainable textiles for young talent. The top designs are judged, displayed, and commercialized through exclusive retail partnerships with R|Elan's partner brands, transitioning designer visions into market-ready collections.

PLATFORMS



HUB



CAMPAIGN TEASER STORY

HUB - FASHION TO FUTURE CONTEST



HUB - FASHION TO FUTURE CONTEST





HUB

LINKEDIN ARTICLE TOPICS



BTS of the Journey: How I Accomplished My Dream with the DNMx x R Elan 'Fashion to Future' Contest and What I Learned



From Runway to Retail: The Unseen Journey of Commercializing an Award-Winning Design Collection



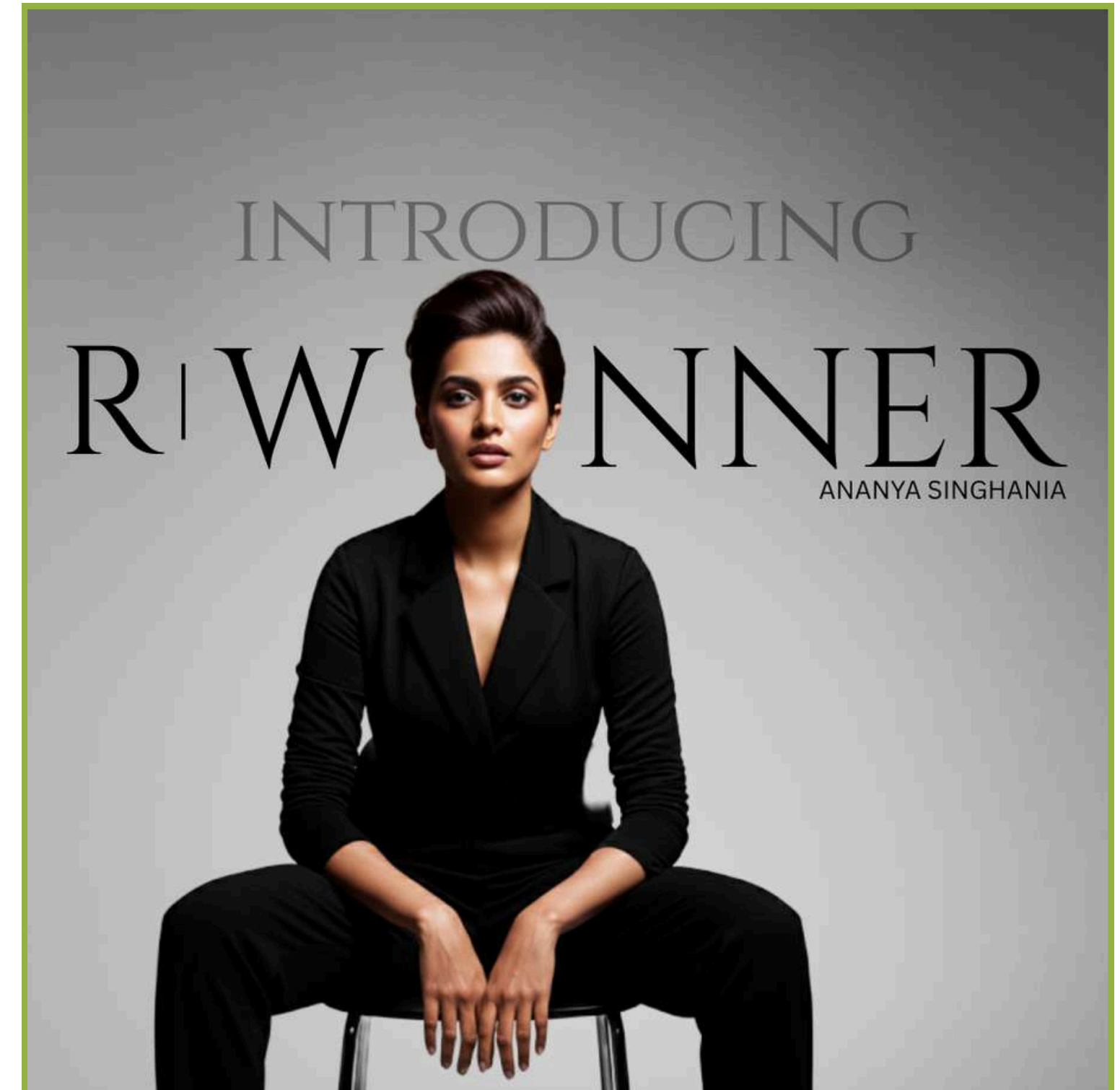
Sustainability is the New Black: Why Smart, Sustainable Textiles (Like R Elan's) are the Only Future of Fashion)



HUB

LINKEDIN ARTICLE

WINNER ANNOUNCEMENT POST





HYGIENE



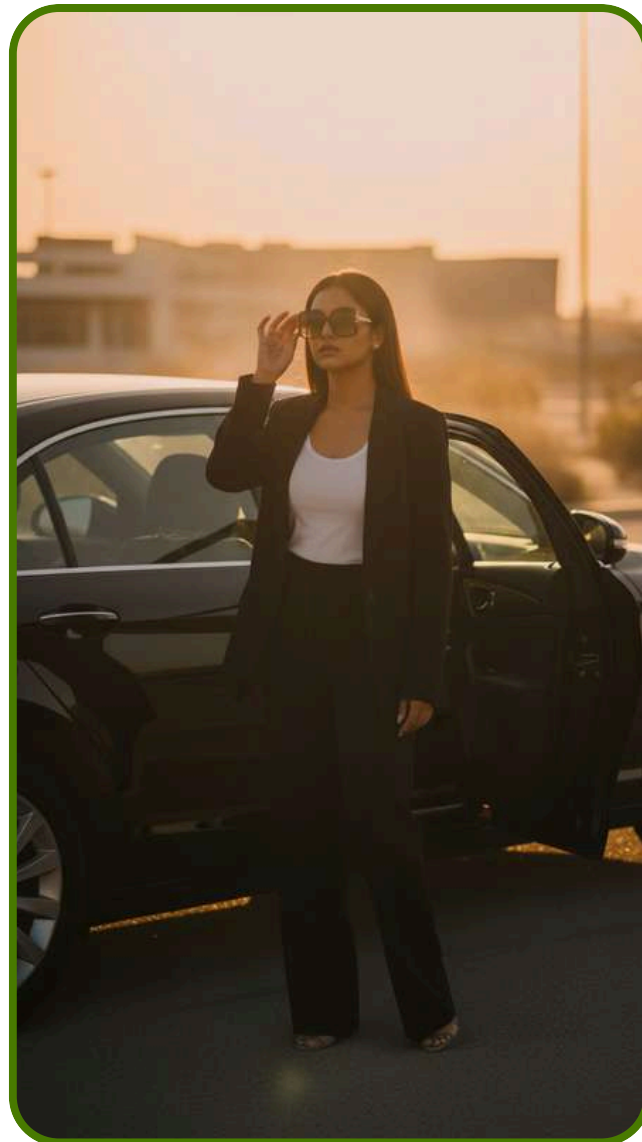
Concept note - #smartfashionforsmartwomen

The idea revolves around building an always-on flow of collaborations that keep R|Elan is consistently visible across the fashion landscape. Through regular content with celebrities and macro-micro influencers, we highlight how R|Elan fabrics power real fashion moments. After the contest winner is announced, influencers further amplify the narrative by showcasing and purchasing the featured products in-store. The campaign lands a simple message: R|Elan isn't just a supplier, but a growth platform shaping a connected fashion ecosystem.

PLATFORMS



HYGIENE - CELEBRITY CONTENT



Scene: Establishing the environment shot



Scene: Exposed to Sun VO: Fabric that thinks



Scene: Walking into lobby VO: It breathes when you move...

HYGIENE-CELEBRITY CONTENT



Scene: Cold/Lobby VO: ...and holds when you stop.



Scene: Seeing directly in the camera VO: Smart Fashion For Smart Women



Scene: Close Up VO: And fashion that feels you.



HYGIENE-MACRO INFLUENCER CONTENT



Scene: Establishing Shot



Scene: In the Flight VO:
"Departing at 19 degrees.
The flight is freezing."

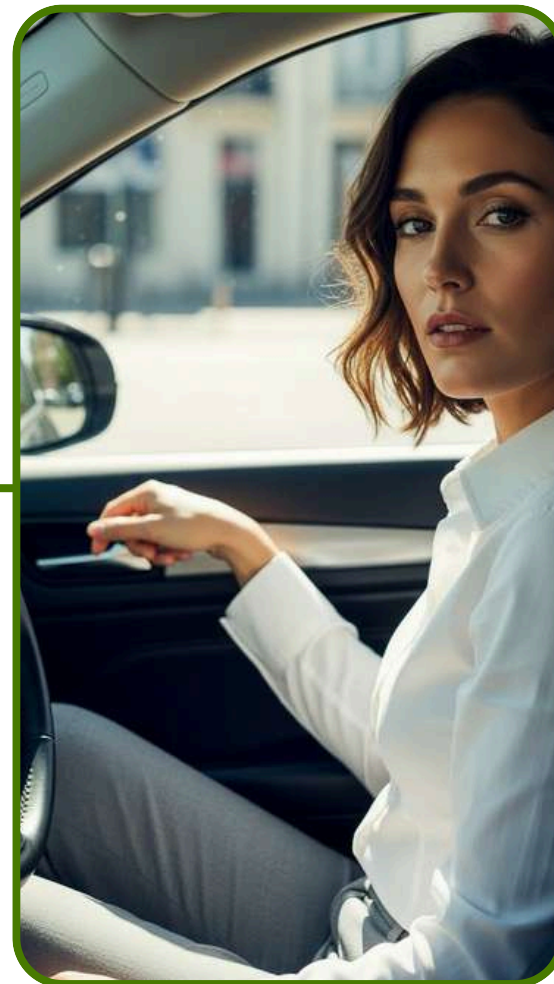


Scene: Exiting Airport
VO: Landing at 32
degrees. The humidity is
intense.



Scene: Breaking the
Fourth Wall VO: "I didn't
change my outfit. The
fabric changed its
function."

HYGIENE-MACRO INFLUENCER CONTENT



Scene: In the cab VO: "It kept me warm during the chilly flight, and now cool in this city sun."

VO: "Smart Fashion for Smart Women."

VO: Experience DNMx x R|Elan. Collection designed by Ananya Singhania



HYGIENE-MICRO INFLUENCER CONTENT



Scene: "Inside the AC Local. VO: It's about 18 degrees."



Scene: Getting out of the Train VO: Stepping out at Churchgate. It's almost 28 degrees.



Scene: Waiting for Kali-Peelii Taxi VO: But I'm not worried.



Scene: Montage of Fabric VO: My fabric just changed its mode.

HYGIENE-MICRO INFLUENCER CONTENT



Scene: Inside Taxi near window
VO: "It kept me warm during the chilly AC local journey, and now cool in this Mumbai humidity."



VO: "Smart fashion for smart women."



VO: "Experience DNMx x R|Elan. Collection designed by Ananya Singhania"

HYGIENE- SUGGESTED CELEBRITY



Deepika Padukone
@deepikapadukone



Mira Kapoor
@mira.kapoor



Sobhita Dhulipala
@sobhitad

HYGIENE- SUGGESTED MACRO INFLUENCERS



Komal Pandey
@komalpandeyofficial



Siddharth Batra
@siddharth93batra

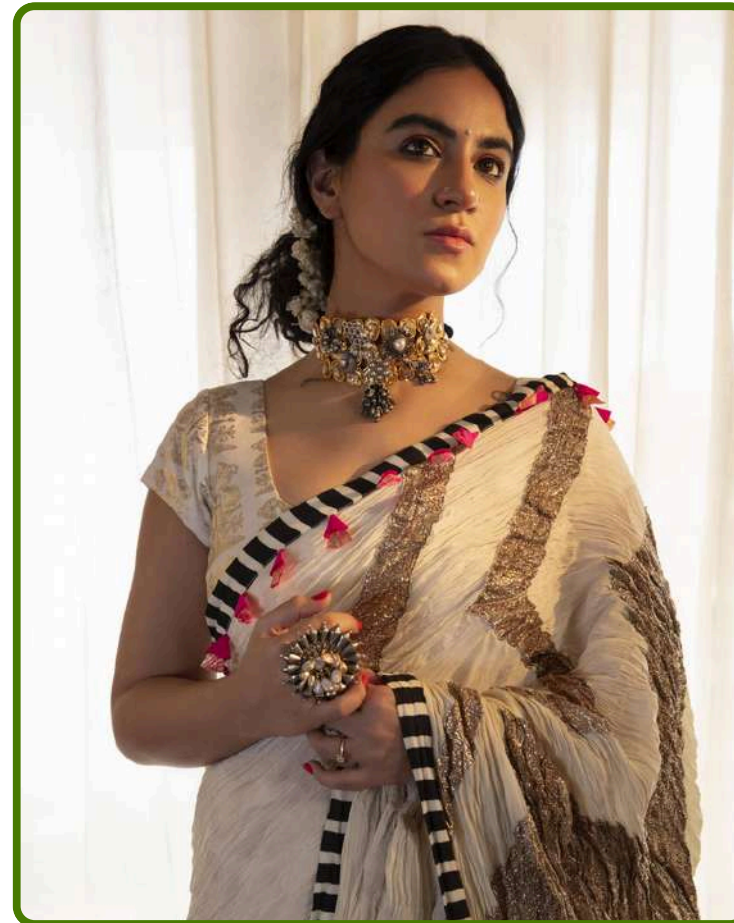


Santoshi Shetty
@santoshishetty

HYGIENE- SUGGESTED MICRO INFLUENCERS



Aditi Mayer
@aditimayer



Priya Malik
@priya.malik_



Sonal Aggrawal
@pinkpeppercorn_sonal



CAMPAIGN DURATION



CAMPAIGN DURATION



HERO (BRAND AWARENESS)



Launching a 2-week annual campaign in April to proactively address the seasonal sales dip (Apr-Jun), repeating if the dip pattern recurs.

HUB (DIGITAL ACTIVATION)



Execute a 2-week digital burst every 3 months (quarterly). Note: Allow a 45-day lead time for material creation and setup.

HYGIENE (CONSISTENT ECOSYSTEM)



Maintaining continuous activation every 30 days (2-week asset launch + 15-day buffer). This cycle involves 2 celebrities, 2 macro, and 2 micro-influencers.



CONTENT CALENDER



April 2026 - Hero Campaign

Date	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								

Campaign Communication	Content Buckets			
Revive Fashion Hero	Campaign Film	Run Down Edits	Repurposing film into post	
Fashion to future - Hub	Pre Buzz Story	contest carousel	article	Update of winner
Smart fashion for smart women - Hygiene	Celebrity Reel	Macro Influencer Reel	Micro Influencer reel	Feedback Crousel

Sep 2026 - Hub Campaign

Date		7	8	9	10	11	12	13
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hub Campaign	Insta LinkedIn (Winners update and his journey) Facebook				Pre Buzz Story		Pre Buzz Story	
Date		14	15	16	17	18	19	20
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hub Campaign	Insta LinkedIn (Winners update and his journey) Facebook		contest carousel		Contest Story carousel		Winner Announcement date Story	
Date		21	22	23	24	25	26	27
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hub Campaign	Insta LinkedIn (Winners update and his journey) Facebook		Linkedin article awareness				Linkedin article awareness	
Date		28	29	30	24	25	26	27
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hub Campaign	Insta LinkedIn (Winners update and his journey) Facebook		Contest Winner announcement				Linkedin - Winner Article	

Campaign Communication	Content Buckets			
Revive Fashion Hero	Campaign Film	Run Down Edits	Repurposing film into post	
Fashion to future - Hub	Pre Buzz Story	contest carousel	article	Update of winner
Smart fashion for smart women - Hygiene	Celebrity Reel	Macro Influencer Reel	Micro Influencer reel	Feedback Crousels

Nov 2026 - Hygiene Campaign

Date		9	10	11	12	13	14	15
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hygiene Campaign	Instagram Facebook Youtube	Celebrity Reel		Macro Influencer Reel		Micro Influencer reel		
Date		16	17	18	19	20	21	22
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hygiene Campaign	Instagram Facebook Youtube	Celebrity Reel		Macro Influencer Reel		Micro Influencer reel		
Date		23	24	25	26	27	28	29
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hero Camapign	Insta Youtube LinkedIn Facebook	Campaign Film		Brand Collaboration post		Run Down Edits		
Date		30	29	30	24	25	26	27
Deliverables	Platform	MON	TUE	WED	THURS	FRI	SAT	SUN
Hero Camapign	Insta Youtube LinkedIn Facebook	Repurposing film into post		Recycling Awareness post		Repurposing film into post		

Campaign Communication	Content Buckets			
Revive Fashion Hero	Campaign Film	Run Down Edits	Repurposing film into post	
Fashion to future - Hub	Pre Buzz Story	contest carousle	article	Update of winner
Smart fashion for smart women - Hygiene	Celebrity Reel	Macro Influencer Reel	Micro Influencer reel	Feedback Crousels

**THANK YOU
SO MUCH**

