

Raysil
The fashion yarn

Styles

Weaving into your Lives with Premium Fashion Yarns



Fashion is fast changing and, as it always does, it is capturing nuances of a changing world, being impacted by thoughts and events on one hand and shaping expression on the other. Over the years, the definition of fashion has evolved from an article of clothing to a moment of expression. Today, fashion is not just about clothes and accessories, but reflects one's confidence, comfort, and lifestyle. The recent times is gradually evolving into a century of expression, individualism, and free spirited identity. The recent pandemic also had an impact on shifting priorities, global environment and minimalism coupled with human bonding. Fashion, is thus, more encompassing today beyond just trends and styles.

While this comes to live in more ranges for Work from Home and Casual wears, the ethnic wear has found new dimensions through fusion wear, pre-stitched festive wears, stay at home celebratory wear, teaming up western wear with an Indian ensemble, varied use of Scarves and Dupattas to name a few. While the consumers are gradually getting back on track and optimism for a better year ahead is on the cards, the fashion brands and retail are constantly looking for styles and garments every single day.



Women's Fashion - The Raysil Story

While expressions and newness are true in every fashion wear and accessory, Women's Wear is a world of dreams that is most talked about with the fashion industry being the curator of these dreams. However, a lot of goes behind the scenes in creating this world of dreams. It is a passion of the wearer and an epitome of perfection for the creator. Fashion is a world of multitudes and high complex relations – that of trends, customization and inter-play of colours, cuts, styles, material, textures and many more. Nonetheless, one aspect that can put many concerns and dichotomy to rest is the right selection of input or textile ingredient that truly enhances being crafted with passion for grace and luxury.

Women desire new apparel and accessories almost every second. Women inspire craftsmanship with their dreams of exclusivity. They are redefining contemporary fashion every single day. They desire enhanced lifestyles, thereby creating fashion capitals. And today, with all of this she desires Sustainable fashion and Comfortable fashion!

Since time immemorial, fashion has been influenced by raw material inputs, knowledge of creation, socio-economic conditions, geography, religion, culture, technological innovation etc.



While the success in the fashion industry depends on several of these factors and is evaluated very critically, one that always remained as the critical factor and yet not found enough traction is a deep understanding of the raw material and relevance of the same in curating diverse fashion trends. We are talking about the fibres or yarns that create fabrics to craft fashion. Till now, this was more of a fabric manufacturer's supply story. Today, the consumer, our fashionable women do take interest in fabrics and what goes behind it. The recent global pandemic has made us, more than ever, more attentive to what goes behind each product – a phenomena of product transparency. The raw material is the starting point as it is the input to the kind of fabrics that can be created to step up the fashion quotient – the first yet most critical step towards the journey of a fashion creation.



Raysil – A Versatile fashion yarn adding charm to women's fashion

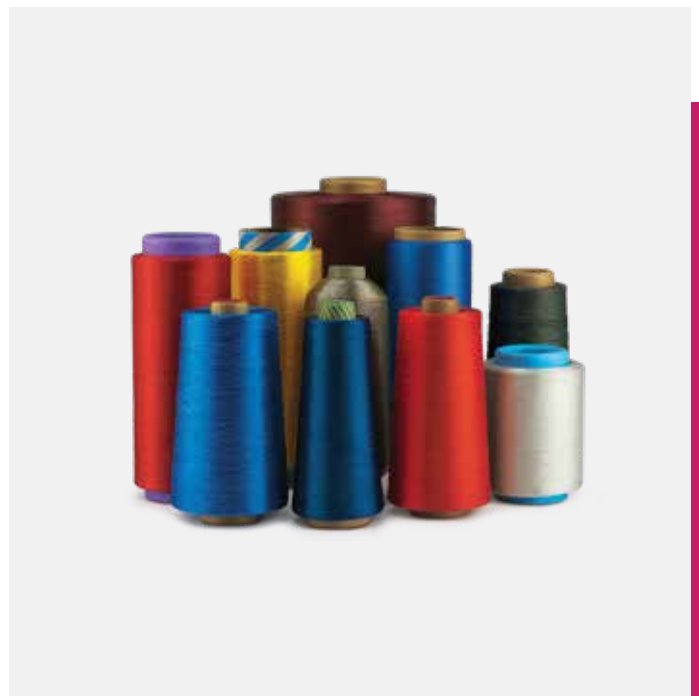
Raysil, the fashion yarn, is a 100 percent natural yarn of cellulosic origin, commonly referred amongst textile fraternity as viscose filament yarn. Fabrics made of Raysil are rich and luxurious and imparts a natural and effortless drape. Raysil creates a wide variety of fabrics from georgettes, crepes, chiffons and chinons to satins and velvets that extensively creates women's wear ranging from Indian ethnic wear to fusion wear across work, casual, occasion and bridal. Other fabrics include Upada, Taby, Russian Silk, Dull Crepe, Moss Crepe, Habotai and beautiful blends with Linen and Modal. Raysil is also most extensively used in embroidery for silk like properties and is most preferred for its colour, brilliance, lustre and fuller, smooth feel. Innumerable styles, embellishments and colours are possible.

Raysil the fashion yarn can best be understood if we explore its journey towards creating beautifully crafted garments. Raysil imparts colour brilliance, lustre and drape that are

detectable to a discerning eye of a fashion conscious consumer. Its richness and elegance can be perceived in every garment it touches. It also answers the sustainability quotient dilemma that concerns the fashion industry today and addresses the need of utmost comfort and care that is desired in today's dressing.

Women's Wear fashion today has been influenced by the emerging trends of green fashion. Raysil is 100% natural in origin and the manufacturing is also committed to health, safety, environment, and sustainability at every point. The raw material for Raysil is high end rayon grade wood pulp from sustainable sources.

Raysil, by virtue of its natural origin is also comfortable, creates breathable fabrics and is skin friendly, thus answering the need of comfortable, easy to care wear. Raysil also curates new fabrics and styles new garments, saris, dupattas, stoles and scarves and other accessories every season to meet the trends.





Grasim Industries Limited (VFY – Fashion Yarn Business) is a part of the Aditya Birla Group, a global conglomerate in the league of Fortune 500.

The fashion yarn – Raysil® is manufactured at its twin locations in India i.e., Shahad, Maharashtra and Veraval, Gujarat. The company is accredited with ISO 9001, ISO 14001 (Environment), OHSAS 18001 (Health & Safety), REACH compliance, OEKO-TEX certification. Raysil® also has FSC (forest stewardship council) certified yarn and is regularly being used across international brands.

Raysil® comes in a wide array of colors (more

than 600 shades), including natural whites. It ranges from the purest tints through medium tones to vibrant deep shades in fine to coarse deniers ranging from 20 denier to 1200 denier. The product portfolio also includes air-texturized yarns, double and twisted yarns, dull yarns, flat yarns, special yarns, yarns with two tone effect and many more.

At Raysil®, our endeavor is also to create an ecosystem for a premium fashion that is a one-stop solution to the needs of the fashion industry, brands and retail keeping the constantly evolving consumer preferences in minds. We extend our support through value chain networking, brand and retail connect, design and innovation and technical services.



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