

Raysil[®]
The fashion yarn

Styles

The journey of a versatile fashion yarn

Fashion, a unique blend of trends and personal style is fast evolving. Fashion, today, is a conscious statement - fondly curated. It is no longer just about clothes and accessories; it is about how we express ourselves. Fashion reflects a personality, a character and one's inner self. While we see this come alive in daily wear, it is no less prominent even in traditional ethnic womenswear. Expressions in ethnic fashion give rise to styles that we are witnessing around us. From fusion wear to pre stitched saris to teaming up western wear with Indian ensemble, we have seen it all! While the demand from consumer increases, the fashion brands and retail are constantly looking for styles and garments 'never seen before'. Raysil, the versatile fashion yarn beautifully encapsulates and addresses these diverse fashion needs.



*Raysil weaves the story of
luxurious fabrics*



The constant urge for novelty is not limited to brands and retail. They travel all through the textile value chain. Well. This is no real surprise. After all, aren't garments a reflection of the fabrics that make them? Aren't these fabrics held by the yarns that craft them?

To us, fashion is truly yarns and fabrics personified with a dint of style! We have lived this through Raysil. Today, we share with you what weaves the story of fabrics that create evergreen fashion. Evergreen fashion in ethnic wear and traditional wear requires fluidity that is desired fall and drape as per the style, rich texture that accentuates the garment even with minimalistic work, softness and smoothness that pamper the wearer and 100% natural that adds back to nature and helps the fashion connoisseur to express her environment consciousness even if it is a fashion wear.

All this and many more are visible when Raysil crafts the fabrics. While this golden ingredient remains anonymous to wearer in many cases, the glow and the richness is imparted by Raysil. The interplay of colours, prints, cuts, styles, embellishments are all an expression of the textile ingredient. Raysil as 100% or in diverse blends creates fabrics with vivid colours, feather soft feel and perfect fall and flow

Raysil, the fashion yarn, is a 100 percent natural yarn of cellulosic origin, commonly referred to as viscose filament yarns amongst those who weave luxurious fabrics. 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 to modern day ensemble across work, casual, occasion and bridal. Other fabrics include Upada, Taby, Russian silk, Dull Crepe, Moss Crepe, Habotai and gorgeous 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 smooth feel. Innumerable styles, embellishments and colours are possible. Home décor is immaculate when Raysil curates new fabrics and finishes.

Raysil fabrics truly tell a story of luxury that blends with the expression of the wearer for lasting impressions. It also answers the sustainability quotient dilemma that concerns the fashion industry today. The versatility from twisted to sized & texturized fabrics, from high lustre to a matte glint, from pastel shades to deep colours, from 35gm weight per metre of fabric to over 100gms per weight of fabric, Raysil has it all for today's fashion statement!





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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