

## **BTPL launches new ceremonial linen fabric line in collaboration with Manish Malhotra**

**Mumbai, June 17<sup>th</sup>, 2021** — BRFL Textiles Private Limited (BTPL), home to India's largest single-roof state-of-the-art fabric processing facility, has collaborated with world-renowned fashion designer Manish Malhotra to unveil a limited edition of designs under its fabrics brand, "**LinenVogue - La Classé**"

As a part of this association, Manish Malhotra will design a specially curated couture utilizing BTPL's exquisite premium linen fabric, to create a new, unique catalogue segment focused on ceremonial and festive wear collection.

LinenVogue - La Classé is one of the leading linen fabric brands, renowned for its high-end, niche, designer fabrics that are crafted, spun, woven, processed and finished in the company's Tarapur unit, which is one of the most technologically advanced and leading fabric processing unit in India. LinenVogue - La Classé is certified by CELC (European Confederation of Flax & Hemp), a guarantee of traceability for premium linen fibre grown in Europe, and is a natural and sustainable fibre cultivated without artificial irrigation and is GMO free.

Speaking about this collaboration, **Mr. Prashant Agrawal, Managing Director at BTPL**, said, "Manish Malhotra is a creative pioneer in the Indian fashion industry, and we are delighted to collaborate with him to elevate our LinenVogue - La Classé fabric collection. Our fabrics have earned the trust of all our esteemed customers for its superior quality and design innovation. Our fabrics are in high demand during all kind of celebrations like marriages or festivities because of their natural and vibrant colours, exquisite textures, royal look and super comfort. Our fabrics are suited for all kind of ethnic wear like kurtas, bandhgalas, sherwanis, bandis, jackets and suits among others. We are confident that this new line of delicately curated linen fabrics will ensure the highest level of style and comfort to the end consumers. Manish is particularly recognized for his exquisite designs, and it is a honour for us to have him design our fabric line and lend it a touch of elegance and finesse that he is globally renowned for."

Speaking about this collaboration, **Mr. Manish Malhotra**, said, “I'm really stoked about this creation with LinenVogue - La Classé. Linen is a fabric that I haven't worked with much so I am looking forward to crafting a fabric that is not only comfortable, but also affable with our weather conditions. Linen has the unique quality of being the world's most natural fiber which only gets better after every wash and, hence, creating this will be an exciting process.”

**About BRFL Textiles Private Limited (“BTPL”):**

BTPL is engaged in processing a wide range of fabrics at its plant located at Tarapur in Maharashtra, India. The Tarapur plant is a multi-fiber fabric processing unit using cotton, linen, giza cotton, viscose, polyester, tencel, modal, lycra, along with their blends. With its annual processing capacity of 144 million meters (400,000 meters per day), the Tarapur plant is the largest single roof fabric processing unit in India adequately supported by its captive power, effluent treatment, RO water and other utilities enabling cost competitiveness. It also has a captive yarn dyeing unit with annual capacity of 10.6 million kg (29 tonnes per day). For further information please refer to [www.BombayRayonTextiles.com](http://www.BombayRayonTextiles.com)

**About Manish Malhotra:**

Couturier, costume stylist, entrepreneur, and revivalist; Manish Malhotra's prolific career spanning 30 years has seen him redefine fashion. Founder of the eponymous label, Manish Malhotra is known in the industry for his pathbreaking makeover for actors on the silver screen and giving them an individual style narrative in personal lives, whilst walking alongside in their journey of stardom. The first-ever fashion influencer and bold fashion creator, Manish Malhotra has extended his influence beyond fashion to carve his niche as an Indian luxury designer. The designer has been acknowledged with multiple felicitations for his leadership position in costume designing in Bollywood. Being the first ever recipient for the Best Costume Designer award, he was celebrated with 4 Filmfare Awards, 4 Filmfare Glamour & Style Awards, 7 Bollywood Movie Awards, 5 IIFA, the Rajiv Gandhi award for designing & HT Most Stylish Award amongst the 50 other illustrious awards and numerous nominations. Manish Malhotra's body of work on numerous movies and innumerable designs makes him a leading name in the Indian fashion design fraternity. For further information please refer to [www.ManishMalhotra.in](http://www.ManishMalhotra.in)