LIVA Reviva are fibres that uphold the principle of circular economy and empowering a new era of sustainable clothing. LIVA Reviva comprises of up to 30% textile waste blended with wood sourced from FSC® certified forests, thus, following the principles of Sustainable Forestry Management. Fabrics made with these fibres are characterized by their flawless drapes, impeccable fit and breathability while keeping you comfortable always. LIVA Reviva is available in two variants – LIVA Reviva Viscose and LIVA Reviva Excel (Lyocell).

As a commitment to circular fashion, LIVA Reviva operates with a unique “reverse logistics” for procuring the textile leftovers, creating significant value addition.
**Sustainability at the Core**

LIVA Reviva emphasizes on responsible manufacturing while remaining consciously fashionable. About 15-30% of fabric gets wasted during cutting & stitching of garments and most of it ends up in landfills or incinerators creating additional stress on resources, while also contributing to land/air pollution. LIVA Reviva instead recycles this fabric waste and blends with wood pulp to create a new class of fibres that offer similar properties as virgin viscose fibres.

**Global Recognition**

- **Lower Water Consumption**
- **Lower GHG Emissions**

**GreenTrack™**

LIVA Reviva fibres can be tracked across the entire journey from source to the finished garment. Our proprietary GreenTrack™ tool leverages blockchain technology to trace the upward & downward value chains, and verify through a unique molecular tracer, ensuring transparency. Partners can view this sustainability journey by registering on the GreenTrack™ page through a quick scan of the QR code and make an informed purchase decision.
Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain—from plantation to pulp, to fibre and to fashion—we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmenters) to build business bridges across geographies.