

# FAQS

## 1. Fashion Industry & need for Sustainable Clothing?

Considering that the textile Industry is the second largest polluting industry and the demand for clothing is increasing at the fastest rate a shift towards sustainable clothing is the need of the hour. An average of 30 Cr liters of water effluent is discharged per day in India, 20% world water pollution is because of textile industry as 2720 liters water is used to make 1 t-shirt & 85% of garments go to landfills and only 1% of garments are recycled. Looking at these facts, waste in fashion is a systemic problem, and we desperately need to move towards a more circular economy!

If no change is made than soon all our natural resources will be depleted! Therefore using sustainable clothing today will help us in conserving our future for tomorrow.

## 2. What is Livaeco?

Introducing Livaeco, natural fluid fashion that is now eco enhanced. Sourced from FSC certified sustainable forests, the journey of every Livaeco tagged garment can be traced to its origin.

When you wear Livaeco garment, you know you're not just fashionable but also consciously fashionable. So look for the Livaeco green tag on your next shopping trip!

## 3. Why choose Livaeco?

This exquisite, natural based fabric gives your garments a unique combination of fluidity and luxurious softness. In addition to draping you effortlessly Liva Eco is Pro-Planet and helps save water, increases forest cover and reduces CO2 emission, so your choice not just makes you fashionable but also helps preserves the environment.



## 4. How is Livaeco better than other fabrics?

SN	Head		Claims for Liva Eco
1	Forest	Land	6 times more efficient in conserving land as compared to competing natural fibres, this land is used to grow food crops. Viscose production per hectare of land – 3400 / hectare / year Cotton production per hectare of land - ~ 520 Kg / hectare / year
			Doubles forest cover In 100 years (Sweden) 1% increase in forest cover every year
		Air Quality	Forestry plantation improves air quality (South Africa)
			Carbon positive footprint 230-240 tons of carbon / hr (South Africa) 168 carbon positive footprint / garment
		Water	Consumes 18 times less water as compared to other agricultural crops (South Africa) Forestry water requirement – 428 m3/yr Agricultural crops – 7920 m3/yr
		Certifications	FSC
2	End of Cycle	Nature based fibres	Biodegrades (Goes back to nature) – 3.5 times faster than competing natural fibres Viscose - 4-6 weeks Cotton - 16 weeks Synthetic fibres – More than 100 yrs
3	Water	Nature based fibres	Saves ~708 ltrs of water / garment as compared to competing natural fibres Viscose – 165 ltrs Cotton – 3000 ltrs
			Water saved can be utilized for 200 no. washings of the garment during consumer usage.

## 5. What is the Price of Livaeco?

Liva Eco garments will be priced at almost equal to Liva garments with a 4-5% increase, which will depend on the retail brands.

## 6. Where will Livaeco clothing be available?

You can shop the exclusive Livaeco apparel from “W” stores. This collection will be available in stores from Feb’19 for the Spring Summer Collection.

## 7. How is the process of Liva Eco different than the process of regular viscose?



## 8. How is the Manufacturing process of Liva Eco?

The manufacturing process of Livaeco is a closed loop process, extensive R&D has led us to make a series of changes in the process which has enabled it to be more environmental friendly.

## 9. What is the tracer?

The tracer used for Liva Eco garments is a unique process. It is inert to value chain processes, it remains in the fiber even at the garment stage. Hence at any stage source verification can be done, and block chain traceability is used for the value chain. Currently excel sheet traceability is being used; however in 6 months the process will be shifted to block chain.

