

Navyasa by Liva Launches ‘Unified Contrasts’ at Fashion Week

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By IndiaFashionIcon Desk

Navyasa by Liva, the fashion-forward saree brand from **Birla Cellulose**, unveiled its **Spring Summer '25 collection**, titled **Unified Contrasts**, at Fashion Week with a runway that shimmered with bold motifs, fluid silhouettes, and breathable luxury. Designed for the **modern Indian woman**, the collection seamlessly blends *ethereal prints* and *sustainable fabrics* with an effortless sense of grace.

A Collection Rooted in Style & Sustainability

The show offered a fresh take on sarees — from the **puzzle-inspired bold motifs** on soft **Liva Linen Excel**, to **timeless monochromes** in **Liva Satin** with elegant contemporary prints. The **Liva Kota Doria** line added a touch of regality with **bold florals** on a feather-light base, perfect for daily wear, brunches, or work settings.

Each saree was an ode to **femininity, fluidity, and function**, reinforcing Navyasa's commitment to creating clothing that feels as good as it looks.

“With this collection, we look forward to fulfilling the aspiration of modern women who want high-fashion outfits that are easy to wear and move in,” said **Mr. Manmohan Singh**, Group Executive President and CMO, Birla Cellulose. “The entire collection is sustainable, of natural origin & skin friendly.”

Anupriya Goenka: Showstopper in Pastel Perfection

Actress **Anupriya Goenka** lit up the runway as the showstopper, gliding in a dreamy saree of **soft pastels paired with bold, expressive motifs**.

“It was an absolute joy walking for Navyasa by Liva,” said Goenka. “The saree was so light, flowy, and luxurious — perfect for women who want **effortless elegance** in their everyday wardrobe.”

Celebrating the Spirit of the Modern Woman

With *Unified Contrasts*, Navyasa by Liva once again proves that **sustainability and style aren't mutually exclusive**. This is **high-fashion you can breathe in** — where comfort, confidence, and conscious fashion walk hand-in-hand.

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