



ANAURA

FUTURE-PROOF FASHION



PRODUCT CATALOGUE

FEBRUARY 2024

ABOUT US

Anaura, the latest innovation from Rudra Ecovation, is a remarkable embodiment of eco-conscious fashion products that seamlessly blend sustainability and style. We transform post-consumer PET bottles into essential fashion products to further our commitment to reducing the environmental impact of the fashion industry.

One key highlight of our commitment to sustainability is our emphasis on end-to-end traceability. This ensures that in the journey of our products, from the origin of the materials to their final creation, every step of the process is accounted for. The transparency in the supply chain is to enhance trust and allow customers to make informed choices, aligned with their values.

With a daily production output of 320,000 square metres, our scale of operation makes sustainable fashion accessible to a broader market of customers. This mass production of eco-friendly materials contributes to making responsible choices more mainstream and impactful.

The emphasis on creating skin-friendly, flexible, and durable materials reflects our dedication to providing not only sustainable but also comfortable and long-lasting fashion products. This commitment aligns with the growing consumer demand for products that not only look good but also feel good and stand the test of time.

The adoption of dope-dyeing and pre-colored fibre is a practice undertaken to eliminate conventional wet dyeing processes. This not only enhances the efficiency of the production process but also leads to substantial savings in water, chemicals, and energy.

Our products' vision goes beyond merely creating eco-friendly versatile wearable materials. In positioning itself as a leader in responsible fashion, Anaura emphasises that sustainability is not just a trend but a transformative ethos. By seamlessly blending environmental consciousness with creative expression, Anaura sets out to inspire others to follow suit, and contribute to a more sustainable and ethical future.

MISSION

Our mission is to replace unsustainable fabrics in the market with premium, recycled, eco-friendly alternatives that keep the integrity of our planet intact. To provide materials that are not just aesthetically beautiful but also inherently responsible in their creation, while being soft, silky, and breathable. By leveraging our in-house, recycled spun and filament yarn, we reduce reliance on external resources, contributing to a more sustainable supply chain as well. The innovative machinery techniques applied during production ensure a product of superior quality, longevity, and a reduced environmental footprint.

VISION

Our vision is to make each Anaura offering reflect a harmonious fusion of style and nature, where sustainability is not just a feature but a guiding principle. Anaura products not only offer a satisfying visual and tactile experience but also communicate a narrative of thoughtful consumption, contributing to a more eco-conscious future, in the diverse realm of fashion.

GREEN ENVIRONMENTAL IMPACT

- Resource Conservation through Plastic Recycling
- Promote Energy Saving
- Waste Reduction and Circular Economy Impact
- Lower Greenhouse Gas Emissions in Recycling Process
- Water Conservation in PET Bottle to Fiber Transformation
- Contributing to Climate Change Mitigation

SPRING COLLECTION

Celebrate the rejuvenation of spring with our enchanting assortment of Anaura **tailor-made** for the spring season. Embracing the spirit of renewal, our spring textiles effortlessly blend **lightness and vibrancy**. Remaining fresh while on the move presents a challenge that requires constant composure and the support of reliable apparel. Anaura spring fabric utilizes advance technology, imbuing it with inherent antimicrobial properties that hinder bacterial growth and minimize unpleasant odors. This feature ensures wearers stay healthy and fresh throughout the day.

In situations involving high activity, adverse weather, or prolonged usage, garments tend to accumulate sweat but even then Anaura spring fabric reduces the need for frequent washing, preserving the garment's longevity and aesthetic appeal over an extended period. Elevate your style with our spring Anauras, designed to add a touch of elegance to the **blooming** ambiance of the season.



Name

Anaura Bluejay

GSM Range

170-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection	By incorporating advance technology our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.
Durability	Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring enduring durability.
Odourless	Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.
Dyeability	Anaura offer limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications

Sports wear · Casual Wear · Formal Wear



Name

Anaura Toucan

GSM Range

170-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection

By incorporating advance technology our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability

Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring enduring durability.

Odourless

Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability

Anaura offer limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications

Sports wear · Casual Wear · Formal Wear



Name

Anaura Macaw

GSM Range

170-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection

By incorporating advance technology our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.

Durability

Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring enduring durability.

Odourless

Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.

Dyeability

Anaura offer limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications

Sports wear · Casual Wear · Formal Wear



Name

Anaura Goldfinch

GSM Range

170-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection	By incorporating advance technology our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.
Durability	Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring enduring durability.
Odourless	Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.
Dyeability	Anaura offer limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications

Sports wear · Casual Wear · Formal Wear



Name

Anaura Yellowhammer

GSM Range

170-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection	By incorporating advance technology our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.
Durability	Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring enduring durability.
Odourless	Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.
Dyeability	Anaura offer limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications

Sports wear · Casual Wear · Formal Wear



Name

Anaura Puffin

GSM Range

170-250 GSM

Colour Options

Available in all colours

Unique Properties

Protection	By incorporating advance technology our versatile wearable materials inhibit bacterial growth on the surface, safeguarding the user from skin problems.
Durability	Crafted with premium materials and advanced technology, our products maintain consistent functionality and impact, ensuring enduring durability.
Odourless	Anti-microbial properties actively combat bacterial growth, effectively eliminating odors to keep the wearer fresh. The garment retains its pleasant scent over time.
Dyeability	Anaura offer limitless dyeing possibilities, enabling customization in any desired color without compromising their unique functional properties. Tailor your wardrobe without compromising performance.

Applications

Sports wear · Casual Wear · Formal Wear

SUMMER COLLECTION

Embrace the warmth of summer with our exquisite collection of **lightweight and breathable** Anaura. Introducing a revolutionary fabric designed to enhance your active lifestyle with a delightful light and comfortable feel. Featuring an innate hollow fiber structure, this fabric adeptly traps and retains air, delivering an effortlessly light and comfortable experience for wearers, enabling unrestricted movement.

The pioneering technology seamlessly melds into the fabric throughout its lifespan, ensuring effortless care and minimal maintenance. Elevate your wardrobe with our vibrant palette and embrace the ease and elegance of our **summer-ready textiles**, ensuring you stay effortlessly chic under the sun.



Name

Anaura Sunflower

GSM Range

100-170 GSM

Colour Options

Available in all colours

Unique Properties

Stretchability & Durability

This fabric delivers exceptional stretchability for comfortable wear on the body, coupled with enduring durability.

Moisture Management

With inherent moisture management capabilities, the fabric ensures comfort even during intense physical activity, keeping the wearer comfortably dry.

Enhanced Comfort

Even during high physical activity, the fabric maintains its lightness and softness, guaranteeing uninterrupted comfort for the wearer.

Specially Engineered

Engineered with precision to create a unique fiber profile, this fabric boasts distinct properties and characteristics that set it apart in terms of performance and comfort.

Applications

Sports wear · Casual Wear · Formal Wear · Active Wear



Name

Anaura Hibiscus

GSM Range

100-170 GSM

Colour Options

Available in all colours

Unique Properties

Stretchability & Durability

This fabric delivers exceptional stretchability for comfortable wear on the body, coupled with enduring durability.

Moisture Management

With inherent moisture management capabilities, the fabric ensures comfort even during intense physical activity, keeping the wearer comfortably dry.

Enhanced Comfort

Even during high physical activity, the fabric maintains its lightness and softness, guaranteeing uninterrupted comfort for the wearer.

Specially Engineered

Engineered with precision to create a unique fiber profile, this fabric boasts distinct properties and characteristics that set it apart in terms of performance and comfort.

Applications

Sports wear · Casual Wear · Formal Wear · Active Wear

**Name**

Anaura Tulip

GSM Range

100-170 GSM

Colour Options

Available in all colours

Unique Properties**Stretchability & Durability**

This fabric delivers exceptional stretchability for comfortable wear on the body, coupled with enduring durability.

Moisture Management

With inherent moisture management capabilities, the fabric ensures comfort even during intense physical activity, keeping the wearer comfortably dry.

Enhanced Comfort

Even during high physical activity, the fabric maintains its lightness and softness, guaranteeing uninterrupted comfort for the wearer.

Specially Engineered

Engineered with precision to create a unique fiber profile, this fabric boasts distinct properties and characteristics that set it apart in terms of performance and comfort.

Applications

Sports wear · Casual Wear · Formal Wear · Active Wear



Name

Anaura Lavender

GSM Range

100-170 GSM

Colour Options

Available in all colours

Unique Properties

Stretchability & Durability

This fabric delivers exceptional stretchability for comfortable wear on the body, coupled with enduring durability.

Moisture Management

With inherent moisture management capabilities, the fabric ensures comfort even during intense physical activity, keeping the wearer comfortably dry.

Enhanced Comfort

Even during high physical activity, the fabric maintains its lightness and softness, guaranteeing uninterrupted comfort for the wearer.

Specially Engineered

Engineered with precision to create a unique fiber profile, this fabric boasts distinct properties and characteristics that set it apart in terms of performance and comfort.

Applications

Sports wear · Casual Wear · Formal Wear · Active Wear

**Name**

Anaura Orchid

GSM Range

100-170 GSM

Colour Options

Available in all colours

Unique Properties**Stretchability & Durability**

This fabric delivers exceptional stretchability for comfortable wear on the body, coupled with enduring durability.

Moisture Management

With inherent moisture management capabilities, the fabric ensures comfort even during intense physical activity, keeping the wearer comfortably dry.

Enhanced Comfort

Even during high physical activity, the fabric maintains its lightness and softness, guaranteeing uninterrupted comfort for the wearer.

Specially Engineered

Engineered with precision to create a unique fiber profile, this fabric boasts distinct properties and characteristics that set it apart in terms of performance and comfort.

Applications

Sports wear · Casual Wear · Formal Wear · Active Wear

WINTER COLLECTION

Indulge in the cozy embrace of winter with our luxurious collection of **cold-weather** Anaura. Crafted from hollow fibers that effectively trap air, our winter collection enhances insulation, acting as a **protective shield** against chilly temperatures, guaranteeing both warmth and comfort seamlessly.

Explore various ways to stay warm while maintaining a cool demeanour and negating chafing. Our rich, deep hues and textured weaves add a touch of opulence to your winter wardrobe. Embrace the cold with confidence, wrapped in the sumptuous elegance of Anaura's winter collection.



Name

Anaura Everest

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specially Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Casual Wear · Formal Wear · Sports Wear · Active Wear



Name

Anaura Swiss Alps

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specialty Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Casual Wear · Formal Wear · Sports Wear · Active Wear



Name

Anaura Matterhorn

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specialty Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Casual Wear • Formal Wear • Sports Wear • Active Wear



Name

Anaura Kanghenjunga

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specialty Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Casual Wear · Formal Wear · Sports Wear · Active Wear



Name

Anaura Aoraki

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specialty Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Casual Wear · Formal Wear · Sports Wear · Active Wear



Name

Anaura Denali

GSM Range

250-380 GSM

Colour Options

Available in all colours

Unique Properties

Thermal

Designed with intact hollow fibers, this collection adeptly traps air, creating an effective barrier against cold weather to deliver insulation and warmth.

Warm & Comfortable

With distinctive inherent properties, Anaura guarantees warmth and comfort consistently, making it a versatile choice for various settings.

Enhanced Comfort

Engineered for superior comfort, Anaura's texture and quality are crafted to be gentle on the skin, ensuring a pleasant and comfortable wearing experience.

Specialty Engineered

Subjected to a precision-engineered process, Anaura undergoes special treatment to establish a unique fiber profile, resulting in unparalleled properties and characteristics.

Applications

Casual Wear · Formal Wear · Sports Wear · Active Wear



ANAURA

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