

VISION **NXT**



TrendByte

GILDED GAUITY

A visual telltale of Diwali 2022



Farisa by [@kavyapotluriofficial](#)

A PROSPEROUS COMMEMORATION

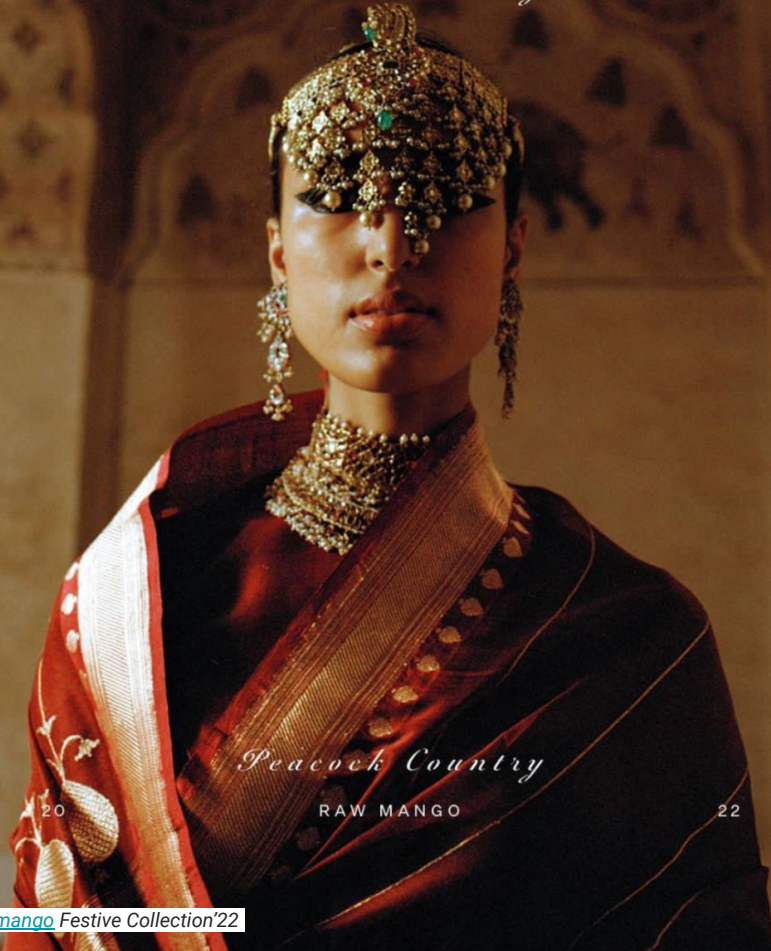
Bright and rich visual story binding opulence and local celebrations

The 'Normal Diwali' as most of us perceived it this year, came in with one of the most upbeat, loud, and happiest zeal of merriment since the pandemic. Diwali, the festival of lights, is observed during the 10th or 11th month of the year in the Indian Subcontinent dictating the 'Festive Season' for many. It is the most awaited festival of the year, closest to the heart, making it a *Dil-wali* celebration!

Usually following the nine-day festival of *Navratri/ Dussehra/ Durga Puja* as observed in different parts of the country, Diwali keeps up the festive spirit in the souls of many. Characterised by loud crackers and *Diyas* (traditionally oil lamps made of clay), Diwali brings together different generations culminating in a common language of love and celebrations.

The 2022 Diwali, although intimate, saw a rise of soft yet statement jewel tones. Bright, gold, and jubilant as a common theme, the major focus shifted towards heavy and rich surface embellishments and products as if celebrating victory. The festive season is one of the biggest sellers for various brands, normally opulent, but this season saw a lavish rise of extravagance that wasn't arrogant but a reminder to celebrate life and relationships.

Peacock Country



Peacock Country

What's inside?

VIBE-RANT:

Very local, embracing the festive brights that represent the sub-continent; *laals*, *neela* and even *rani* pink. 'Upbeat Celebration' is a vibe that is hard to miss this season as things are panning out to be 'normal'.

SHOW-NA:

Never to miss golds, softer undertones that accentuate heavy forms and shapes. A sort of rich celebration that reminds us to embrace every minute of life with opulence.

BLACK IS THE NEW ORANGE:

A new twist to the classic reds and golds, the emergence of black or dark tones as a festive special.

VIBE-RANT

Festive brights, colours, and celebration of the physical presence

A joyous confluence of local and celebration defines this story. A rather pompous celebration enabled by a physical Diwali that brought together families and friends after two years of the pandemic.

Brands delivered equal parts of bold and bright festive colours, representative of the local spirits. A common feeling of going back to the familiarity of togetherness resonating this festive season.



@akshai_sara Another year of working hard and moving a few steps closer to our dream comes to an end and thats how we celebrated it. 🥳🥳



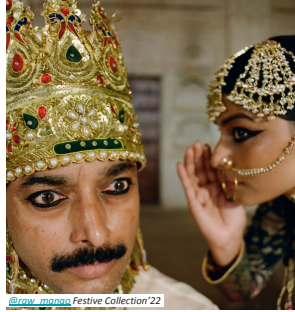
@sishruv "Milke Hi Manegi Diwali" campaign.



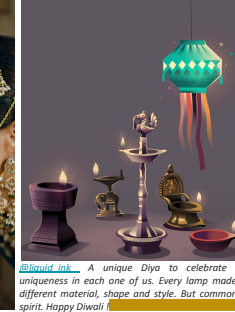
@sishruv "Milke Hi Manegi Diwali" campaign.



@littethinstudio/ Kumudini set



@raw_manaa Festive Collection'22



@liquid_ink A unique Diya to celebrate the uniqueness in each one of us. Every lamp made of different material, shape and style. But common in spirit. Happy Diwali!



@nobordessha Diwali Szn details



@rishabh/ Festive Collection - Inspired from Rural India.



@horizontjewellers. Festive Heritage'22



@studiojarmali Khwabeda, Festive'22



@mangalam_cambor Shubh Mangalam Diwali Box

SHOW-NA

*शोना/सोना - hindi world meaning "gold" (Show +Sona = Showna)
Golds, shades of brown-golds, metallics

A larger celebration in a few years, the Diwali of 2022 was nothing short of 'humbled opulence'. Most festive collections included a stroke of gold that radiated luxury, but also a celebration of life.

Gold and metallics were a hard-to-miss this season, almost illuminating royal festivities and simplicity at the same time.



@dharma_india Podi Necklaces



Shop Now

@sona75n Dyuti collection



@sharovinikjeweller Festive collection



SAWAN GANDHI

@sawangandhiofficial Festive Collection 22



@haranarshy Tyauhaar - Festive collection 22



@bhavvratameshiyelleri Festive Collection 22



@rammehrasinbhatnagarofficial Diwali ready in colour blocked sarees



@rammehrasinbhatnagarofficial Glitz and Banarasi Glamour for Diwali

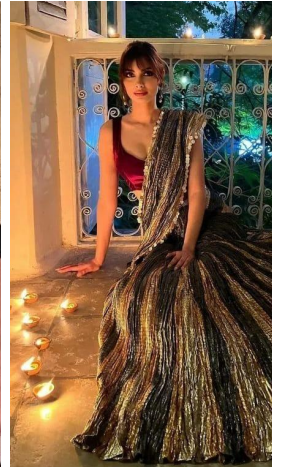
Black is the new Orange

Emergence of the regal black as a festive favourite

Conventionally considered an inauspicious colour to be worn during festive occasions in India, black was surprisingly omnipresent across the Diwali visual palette replacing the usual oranges and similar hues. It was mostly coupled with golds and metallics.

While generally associated with darkness, black was seen shining in a positive light. A colour that reflects power, dignity, and abundance. Black has long been adopted as a fashion favourite and now making way into the Indian occasion wear market.

[https://docs.google.com/presentation/d/1e2i8CnvlnctT8ZTVdci7aZsy12r0ZTN/edit?usp=sharing&oid=1163223622964265658848&itpof=true&source=slide#slide=id.g1163223622964265658848_1_163223622964265658848_163223622964265658848](https://docs.google.com/presentation/d/1e2i8CnvlnctT8ZTVdci7aZsy12r0ZTN/edit?usp=sharing&oid=1163223622964265658848&itpof=true&source=slide#slide=id.g1163223622964265658848_1_163223622964265658848_163223622964265658848_163223622964265658848)
true - Slide 15,16 - see if you wanna add other images





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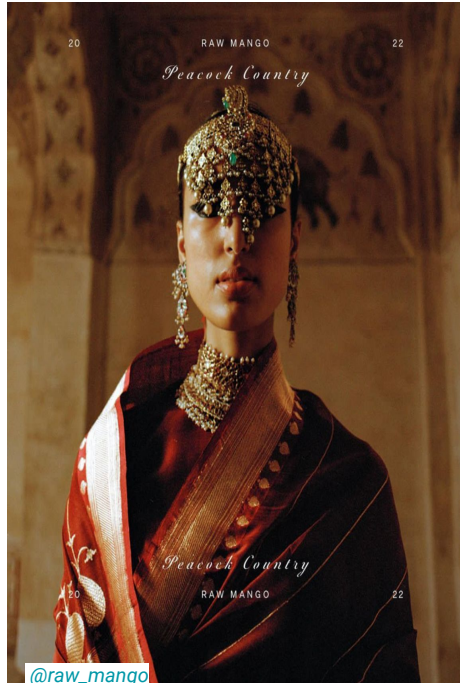
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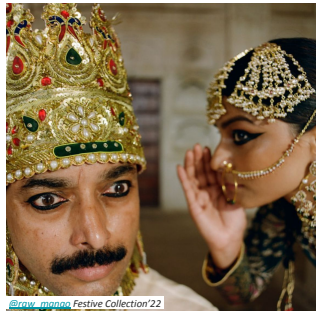
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AGGRESSIVELY INDIAN



[@akshai_paa](#) Another year of working hard and moving a few steps closer to our dream comes to an end and thats how we celebrated it 🌸



[@raw_mango](#) Festive Collection'22



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Festive
Collection'22

A-MUSE



[@inshray](#) "Milke Hi Manegi Diwali" campaign.