



# VISION **N**XT

March'23

TrendByte

## ***Temperamental Totes***

*A look through the Trendspotter Data*



Image: @just.queenin\_x

*Old skirt turned into tote*

# TEMPERAMENTAL TOTES

As the wise men say, if you have to carry baggage, carry it smart! A recent addition to our baggage wardrobe these days is the tote. This versatile bag has evolved past its humble origins to become a statement on the street and then to a signature look for fashion houses. It is style infused with convenience and hence widely preferred. From lugging grocery supplies to filling it with art supplies, it adapts according to our needs and we love it!

The Indian female especially has always carried a big shopper. Those big jute bag structures that we now see on the iconic [Dior Tote](#) or those unstructured colourful *jhola* bags made of multiple patches of fabrics are commonly used as vegetable bags. A big bag is seen as functional rather than an accessory and now we see aesthetic variations to the *jhola* being carried with panache. We saw Sabyasachi launch "[The India Tote](#)" in form of a humongous Indian looking bag with heavy embroidery and embellishment. Indians want bags large enough to fit us, and that's the kind of tote we see around in various temperaments.

Totes have become an essential in daily life, and can be partially attributed to the summery, indie subculture. You head out once and it's not surprising to see someone carrying a random lightweight tote around. They're generally chic with cute prints, graphics, or typography, even when they're just promotional goodies. All we want now is something to hold our essentials and a little edge that makes them not look very domestic while making a statement. In this byte we have dissected the temperamental tote bag phenomenon as per size and surface treatments respectively.

## What's inside?

### TOTE(M) OF CONVENIENCE

Totes are probably the most handy and convenient bag to have around. Need to leave in a jiffy? Grab your items and put them in. Need to pull something out quickly? Don't worry! The tote has a pretty wide mouth.

#### IN SPOTLIGHT: How big is too big?

You thought big was always good, right? Big brains, big bucket of ice cream, and even big dreams. But is a big bag always a good option? let's see what the netizens have to say.

### TOTE(M) OF GRATITUDE

Totes don't just serve utilitarian purposes, they have a charm of their own. From designer houses to art fairs and now even private meetups providing people with peculiar totes, they have become a useful and easy gift to give.

#### IN SPOTLIGHT: What goes on top?

Totes can be embellished with a lot of unique things. From quirky prints to some heavy handiwork, see what the modern totes today have come to look like.



## Sabyasachi's 'India Tote' Collection Leaves Netizens Amazed; Internet Calls It 'Can Fit My Overthinking'

**Viral:** Sabyasachi Mukherjee, 'The Go to Wedding Dress Designer' of Celebrity, has created a buzz on the internet. Check the viral post here.

Updated: December 24, 2022 5:10 PM IST

By Sumalia Zaman | Edited by Sumalia Zaman



Sabyasachi Launches 'India Tote' Collection. (Photo Credit: Instagram/sabyasachiofficial)



# Tote(m) of Convenience

## The Jhola Era

Bags big enough to fit you might be getting recognised as the most handy choice across the nation after an era of the tiny accessory bags because if you're carrying one, might as well make the most of it. Comfortable and lightweight, the tote bag is the epitome of convenience at your fingertips.

The verb "tote" less gracefully put, means "to lug." In the Indian context, the tote is known to us as a "jhola". The most common of them in the country is the unstructured colourful *jhola* bag made of multiple patches of fabrics and commonly used as a grocery bag, or the huge Jute shoppers that resemble the more famed Dior Book Tote. With inner pockets and fastening zips, when totes go beyond being just a piece of stitched fabric, their functionality increases. To keep knick knacks handy and valuables protected, utility totes are the way.

We can observe the **big bag phenomenon** across the country with brands and their "India Totes" (ref. Sabyasachi) as well as consumers picking the largest bag they can find to stuff "stuff" in. Whether you want to take it to the grocery store in the next *gali* or on a bus ride, the tote(m) of convenience finds a place for all your belongings. The appeal of the bags is also particularly indigenous indicating a **Carefree Bohemian** yet **Comfort seeking** state of mind.

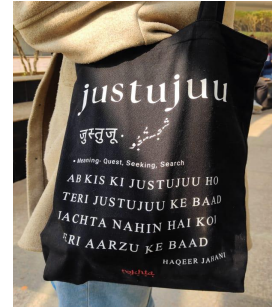
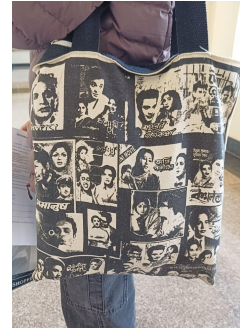
# Tote(m) of Gratitude

## The Souvenir Tote Era

A tote bag is no more just a bag. It is basking in its *souvenir era*. Gone are the days of your standard t-shirts, mugs, key chains, posters, or fridge magnets. As the concept of the modern souvenir continues to evolve, we return to its original definition: proof and **memory of travels** and **special occasions**.

In today's age consumers want fewer collectibles as they become more **practical** and **minimalistic**. They want useful things and not just items to dust. Enters the Tote(m) of gratitude. Be it at an art fair, college fest, PR events, or giveaways, personalised and **nostalgic surface treatments** have found their way onto the totes. The bags that were reserved for grocery shopping earlier are now being shown off as a **statement**.

GenZs are not afraid to show off the bags they have received as freebies or those having random logos and typography. @ilovepero collaborated recently with India Art Fair and made humongous totes saying "I love India Art Fair" that you don't just receive as a token but a *tote(m)* of gratitude to carry with you wherever you fancy.

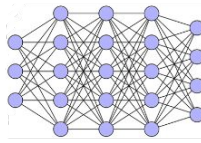


# HOW WE WORK

*A brief look at our process*



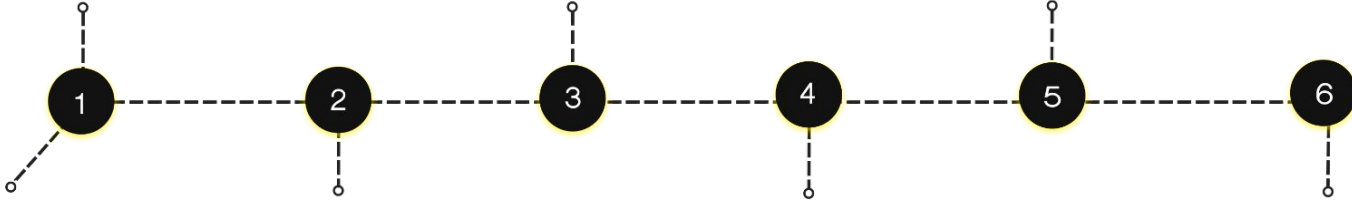
Trends spotted by trepotters through the Visionxt app.



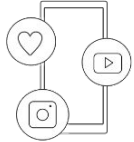
Deep learning Model Development and Prediction.



Generation of reports through Trend bytes, whitepapers, newsletters, etc.



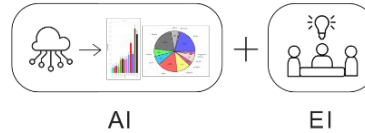
Trends spotted from social media, e zines, blogs and other open sources.



Accumulation at VisioNxt server



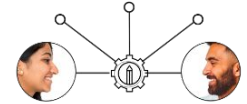
Integration of Artificial (AI) & emotional (E) intelligence.



AI

EI

Dissemination of info through customised insights.





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