



VISION XT

TRENDBYTE

Namaste Sensei!*



Kuraku - Bandra's new Japanese Restaurant

*Tabebuia, also known as 'Indian Sakura', is a flower predominant in the Indian city of Bengaluru.

*Sensei - teacher [meaning that Japan is the teacher from which India is learning & adopting recent trends]

138° E to 77° E*

A cross-cultural exchange

The initial influence of Japanese culture started around 1991, with the diversification of channels available on the cable network, the interest in anime eventually grew. Shows like Takeshi's Castle, Pokemon, and Naruto have been a household name, especially among younger millennials and older GenZs. The craze for anime has had a strong community sentiment amongst the youth, having various cosplay events and online communities.

In the current time, the release of the latest season of popular Japanese anime like 'Jujutsu Kaisen' and 'Demon Slayer', Millennials and Gen Zs are heavily influenced by them in various aspects of their lives, including fashion, education and food. The pre-existing awareness on K-Pop and the hit song from the Japanese movie 'Suzume no Tojimari', took over the internet being the BGM for aesthetic storytelling reels and shorts. The curiosity revolving around this film is gradually leading to the incorporation of visual aesthetics with fresh colour palette, slice-of-life imagery, and digital elements that are made to feel alive.

As the accessibility to consume the content becomes easier, we see it reflect and adopted by various people. Another major factor for this phenomenon is the growing socio-economic relationships between the two nations in recent months, in the form of industrialisation, by setting up businesses in areas of engineering, science, technology and education.

WHAT'S INSIDE?

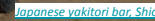
Japan-di Sentiments

The popularity of authentic Japanese cuisine, and fashion in India. This story talks about the resurgence of Japanese elements in India.

Kon'nichiwa India-san!

A visual telltale inspired from the Japanese anime-like elements, this is a very youth-centric story.





The growing relationship between both the countries might bring a new twist, especially among the youth who are keen on adopting the nuances of the Japanese culture.

Kon'nichiwa India-san!

Lively, creative, magical & experiential

Surreal and breathtaking scenes from real life storm the internet. Vivid hues, emotive music and visuals playing with light, inspired by Japan, are influencing Indian animation.

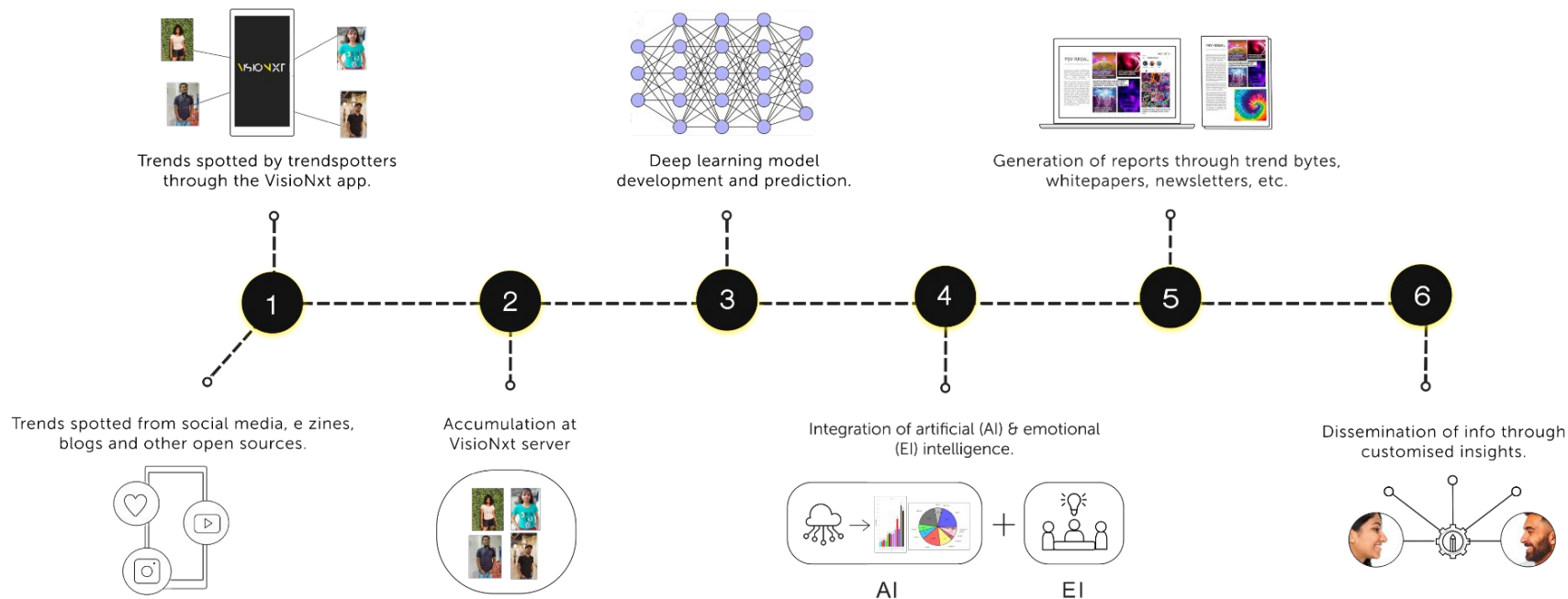
This is yet another portrayal Indo - Japan cultural fusion. Companies can look into adopting the same in advertising, marketing and more. The possibilities in gaming technology are endless.

The hyped sense of euphoria and out of the world vibrance combined with the rich cultural heritage and aesthetics of India has the potential to reach a wide range of audience and help the market grow for many firms and organisations.



HOW WE WORK

A brief look at our process





BYTE BY

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