

VISIONXT

TRENDBYTE

Made in hand



Chhau Mask | Purulia, WB

A hand-made tale

"*Made in Hand*" explores the changing sentiments attached to the act of getting one's hands dirty. In today's environment, there is a noticeable shift towards valuing the essence of 'doing' and 'touch,' particularly in line with the concepts of #slowliving and #sustainability. The VisioNxt Team has observed a growing inclination towards hand-made articles.

We see a significant increase in the number of youth abandoning digital landscapes, and seeking things that involve physical presence. An emerging trend known as "Ghosting social media" illustrates the increasing desire to disconnect from virtual spaces. Our team has also noticed a rise in indulgent dating activities that couples are taking up from baking to pottery.

This byte at large touches on two main directions. *Artisanal threads* talks about the return of the handicrafts, and puts a spin on nostalgia. The second story *hand-held with care* touches on real time experiences. This byte can further be used by brands and designers to develop articles in the coming months, as this is a direction that we see growing.

Artisanal threads

Crafts, handmade, legacy

With #sustainability being a trending buzz word for years, we see the context of it change every year. Our #hyperlocal story captured a resurgence in the year 2020, and we see it come into limelight again in recent times.

Awareness on environmental changes is encouraging people to live slowly, valuing ways of the past. *Re-routing to the roots* is coming back, which is a predominant avenue of exploration among the young creatives. A reminiscent journey of living in the present and enjoying the moment without distractions.

Brands can focus on delivering the story with a touch of nostalgia in it, the sentiments become the centre of it. The same can be incorporated in community experiences provided to consumers, focusing on cherishing *tout de suite**.

*tout de suite** - moment, immediate, at once, the now, etc.,.



Sitarmaker family of Miraj, for an astonishing span of seven generations...

@homegrownvoices



Bhujodi Craft, Gujarat



Attar - Kannauj, UP



Kolam & Poovu | @hoovufinds



@its.initi



@hn_jewels_by_trupti



Roselle Vinegar | Vaque India



Gopini (reimagined) | @rishabhad

HAND.held with care

Power of 'doing'

The sense of touch has multiple meanings associated with it. It talks about how hands on experiences play a vital role in everyday activities, but often goes unnoticed. The term 'handmade' is witnessed from different perspectives, this could include traditional gestures, laborious tasks, tactile forms of activities and generating creative ideas sustainably. The mindset is based on being imbibed with nature, natural elements and appreciating the raw beauty of things.

Bringing the old and new into one place, treating flaws and flawless alike, staying connected to the earth and creating endless innovations. Brands can implement this in the consumer experiences they provide in general. The same is applicable in different forms of communication as well.

Companies can also expand this idea into their community set up to provide nurturing experiences to users. This will enable them to widen their reach using new methods of approach, in line with the upcoming psychological expectations, of various audiences alike.

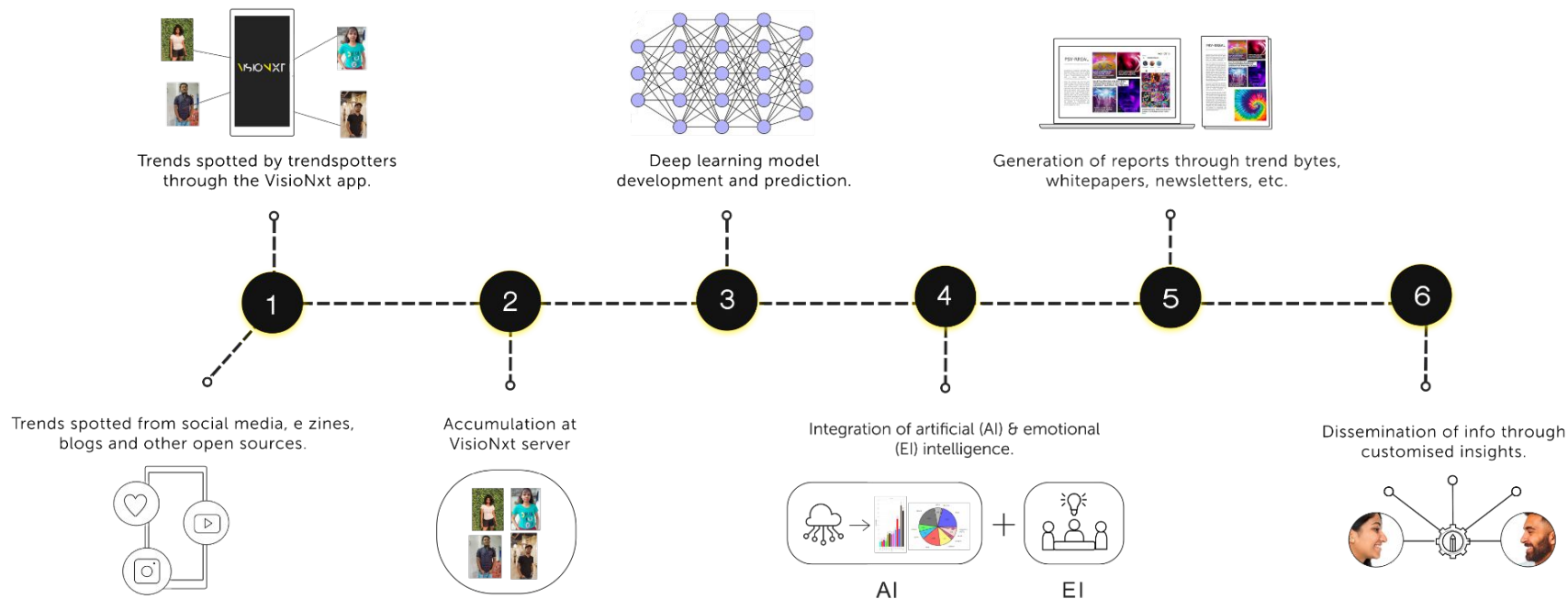


Goa: Velsao school students get paddy farming experience



HOW WE WORK

A brief look at our process





BYTE BY

Dhivya Darshini, Poornima Santhanam

VISIONXT INVESTIGATORS

Dr. Kaustav Sengupta
Director - Insights

Dr. Shalini Sood Sehgal
Director - Creative

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For more details, contact:

Dr. Kaustav Sengupta - kaustav.sengupta@nift.ac.in

Dr. Shalini Sud - shalini.sud@nift.ac.in