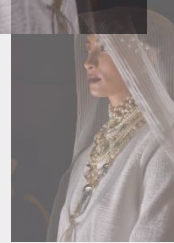


India Couture Week:

Women's Next-In-Line

Runway Review

A/W 23/24



India Couture Week



DESIGNERS' DECK

Falguni Shane Peacock

Ritu Kumar

Suneet Varma

Varun Bahl

Gaurav Gupta

Kunal Rawal

JJ Valaya

Rohit Gandhi + Rahul Khanna

Tarun Tahiliani

Rimzim Dadu

Anamika Khanna

Dolly J

Shantanu & Nikhil

RoseRoom By Isha J

Pratap

Rahul Mishra

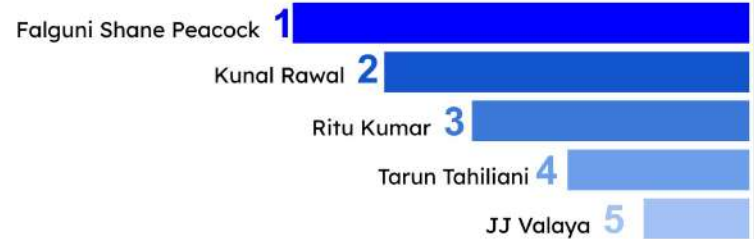
Overview

A discernible shift in Indian fashion has come to light. In contrast to the vibrant and somber color palettes often associated with autumn-winter collections, there's a **noticeable embrace of muted tones**.



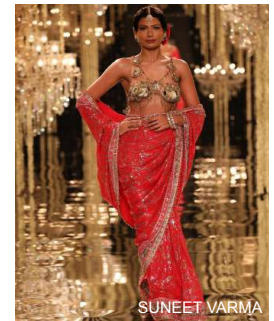
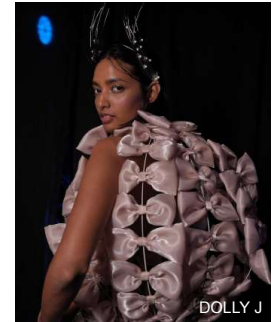
Silhouettes have taken on a **slimmer and more flowing** form. Alongside muted textures taking center stage, **head-to-toe tonal** ensembles have made a distinct appearance.

Most viewed designers ICW A/W 23/24



Overview

- During India Couture Week, the showcased brands resonated with overarching trends observed in the Autumn/Winter 2024 season. One notable trend was the **emergence of a new wave of ultra-feminism**. In contrast, there was also a prevalent presence of over-laying elements. In response to #sandscape, a captivating display of otherworldly, blooming flora was prominently featured throughout.
- The **use of metaphorical hyperbole in silhouettes** stood out as another consistent theme, reaffirming the comeback of ultra-puffed sleeves, which had been waning in popularity.
- Hand-embroidered textures have always been cherished by Indian couturiers; thus, prominently **featured were hand-embroidered hyper textures** on a significant scale. The focus on accessories became paramount, with designers showcasing a range of trends, from hoods and veils to intricate fringes and luxurious furs.



Key Trends



Jungle Flora



Ultra Femme



Hyperbole



Bare Minimum



Overlying

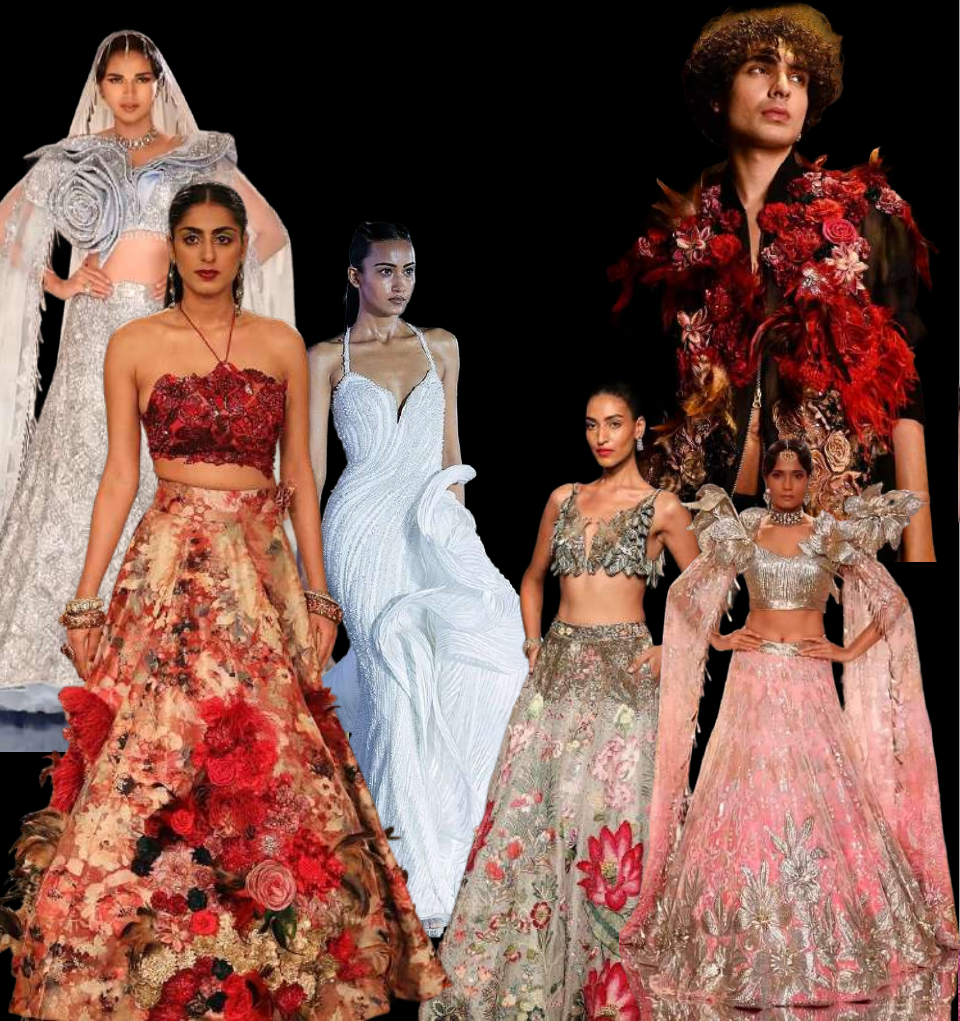
- In response to **#sandscape**, blooming **#jungleflora** has been observed, and executed using various surface techniques. The new wave of **ultra-feminism** is resulting in silhouettes that elegantly enhance and accentuate the contours of the female bodies. These encompass Body-hugging silhouettes, **#bareminimum** and **décolleté necklines**.
- In contrast to that, a preference for enveloping the body has been identified as well, manifesting in the form of **all-around wrapped silhouettes**, featuring elements such as layering with **capés** and **#hyperbole sleeves**.

Note:

y-axis ↑

The popularity of that style observed by our team is represented proportionally along the y-axis.

Key Trends | Jungle Flora



Ultra Femme



Key Trends | Hyperbole



Bare Minimum



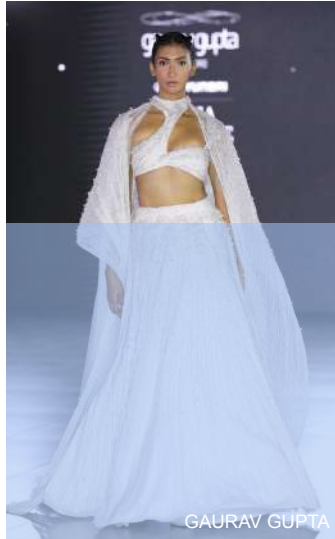
Key Trends | Overlaying





FALGUNI SHANE PEACOCK

Jewel/Metallic Tones



GAURAV GUPTA

Head-to-toe Neutrals



RITU KUMAR

Dusted Pastels



RIMZIM DADU

Azure Palettes



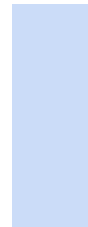
PRATAP

Hints of Red

- Amidst the increasing uncertainty in the world, a **neutral and lighter** colour palette emerges as the predominant choice of the season, offering enduring appeal. This palette is evident in both **head-to-toe** ensembles and contrasting neutral combinations. **Jewel and metallic** shades remain favoured by Indian couturiers. The metallic gold and bronze tones that were popular in the previous season are transitioning into **lighter shades of gold and warm silver**, which will eventually evolve into cooler metallic hues. While some **burnt gold tones** were noted, they weren't as prominent as in the previous season.
- Beyond neutrals, delicate **#dustedpastels** were also recognized, reflecting a shift from bold and vibrant colors. In response to the sensory landscape, **#azurepalettes** have also been identified. **Red** continues to hold its importance as a staple in Indian bridal wear.

Note:

↑
y-axis



The popularity of that colour observed by our team is represented proportionally along the y-axis.



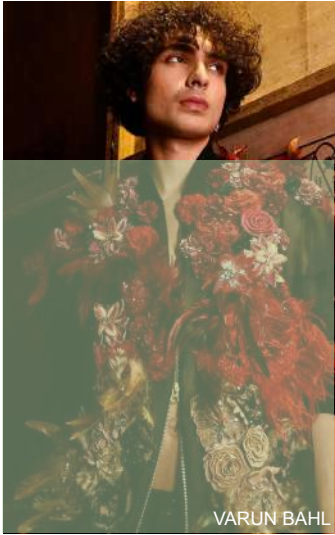
COLOUR | Head-to-Toe Neutrals



Dusted Pastels

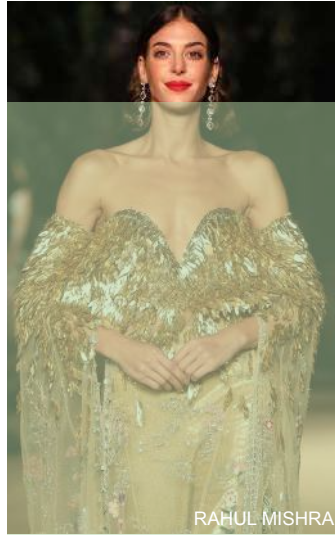






VARUN BAHL

3-D Florals



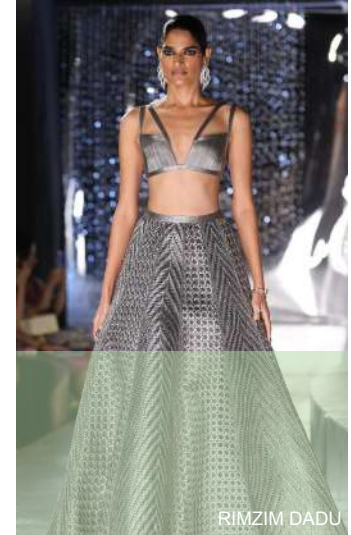
RAHUL MISHRA

Hyper Textures



ANAMIKA KHANNA

Abstract



RIMZIM DADU

Geo-Line Patterns

- **#Hypertexture** stands out as one of the recurring trends of the season, accompanied by **3D florals, abstract designs, and Geo-Line patterns**. Interestingly, each of these trends has been executed with a **hypertextured approach**, incorporating hand-embroidered motifs, three-dimensional jungle florals, abstract shapes, and innovative material explorations.
- While florals have always held a place in couture, this season, couturiers have elevated the textural dimension by infusing them with greater warmth and tactility. A **harmonious tonality** links these diverse patterns, as they are executed with a **unified and merging aesthetic**.

Note:

↑
y-axis



The popularity of the surface & pattern observed by our team is represented proportionally along the y-axis.

PATTERN & SURFACE | 3D Floral



Hyper Textures



PATTERN & SURFACE | Abstract



Geo-lines





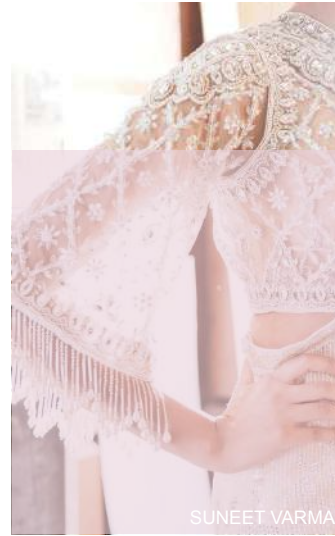
FALGUNI SHANE PEACOCK

Fur-Fur



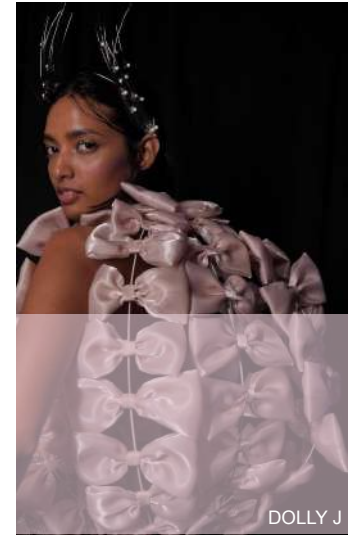
ROSEROOM by ESHA J

Lace



SUNEET VARMA

Beaded Fringes



DOLLY J

3D Bow

- In response to the new wave of **#ultra-feminism** and in tune with the **#hypertexture** trend, we've seen the incorporation of materials such as soft, **flowing fur** and graceful **fringes**. Additionally, the inclusion of surreal **3D bows** and **intimate laces** adds to this captivating mix.
- Fur and bows are utilized metaphorically or hyperbolically, resulting in exaggerated sizes and volumes that catch the eye. A noteworthy detail is the **delicate beaded fringes**, which have been meticulously crafted with a wealth of materials, showcasing a **combination of delicacy and intricacy**.

Note:

y-axis ↑

The popularity of the details observed by our team is represented proportionally along the y-axis.

MATERIAL & DETAILS | Fur-Fur



Lace



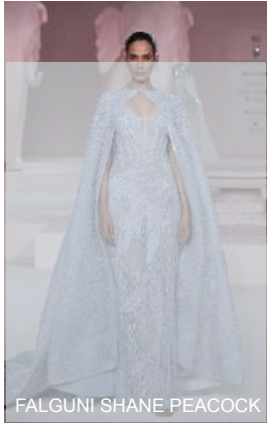
MATERIAL & DETAILS | Beaded Fringes



3D Bow



Key Items



FALGUNI SHANE PEACOCK

Capes & Cape Sleeves



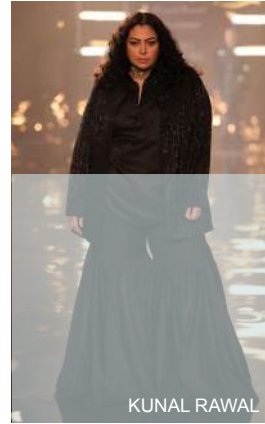
DOLLY J

Slit Skirt w Bustier



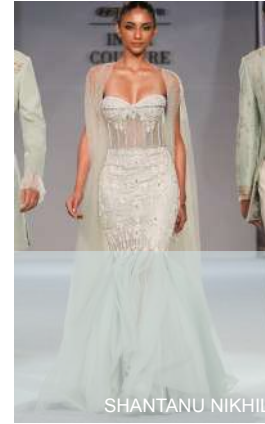
GAURAV GUPTA

Hoods & Veils



KUNAL RAWAL

Tonal Set



SHANTANU NIKHIL

Mermaid skirt & Dress



GAURAV GUPTA

Exaggerated Puff Sleeves

- Holding a modest presence in the previous season, **cap**es have made a robust comeback in ICW, appearing in a variety of forms that align with different themes – from structured mystique to contemporary **cape sleeves**. Responding to the **ultra-feminine** trend, silhouettes like **mermaid skirts** and **skirts featuring slits** are discreetly returning, accompanied by **bare minimum** and **décolleté necklines**. The trend of mystical **hoods and veils** has also been prominent on a larger scale.
- Adding to the spectrum, a versatile range of tonal sets has been identified, ranging from **tonal sharara sets and skirt-bustier combinations to modern jacket and draped dhoti sets**. As a response to the hyperbole trend, overtly **puffed sleeves** have made a significant appearance in the A/W 23/24 ICW collections.

Note:

y-axis ↑

The popularity of the key items observed by our team is represented proportionally along the y-axis.

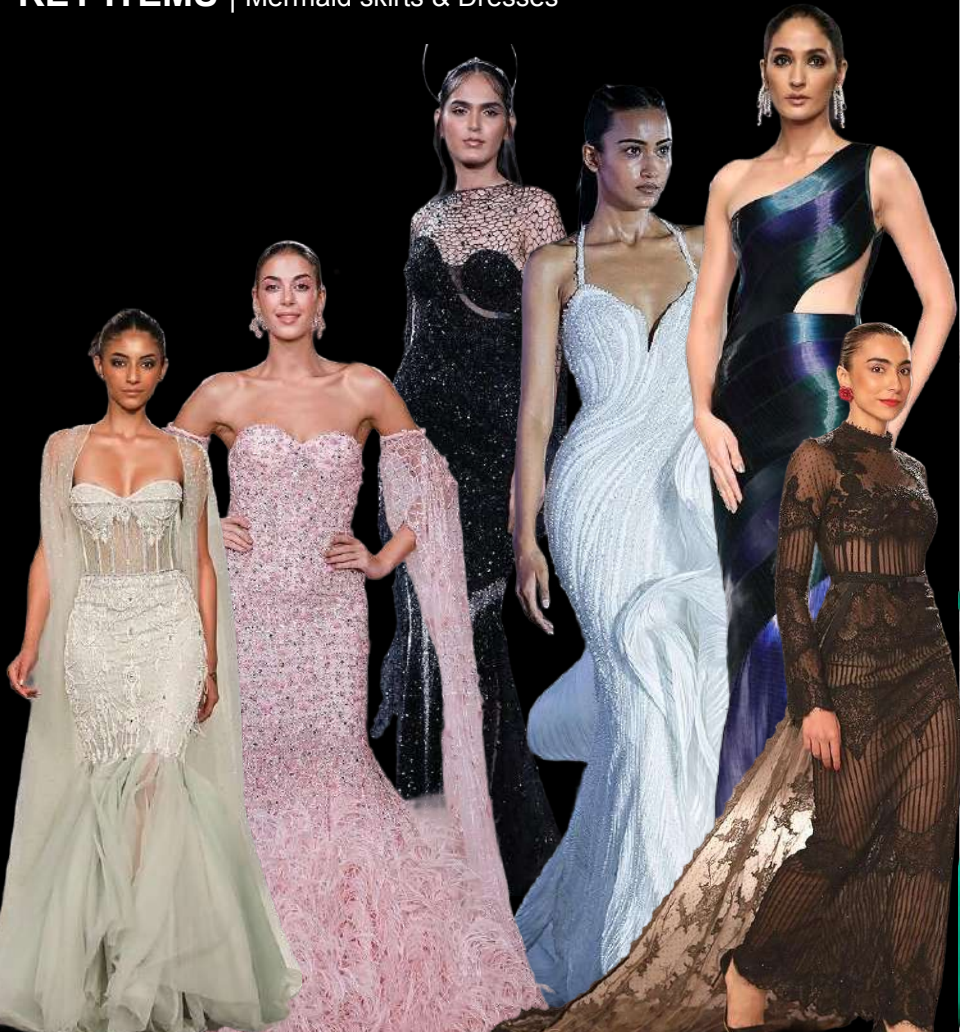
KEY ITEMS | Hoods & Veils



Tonal Sets



KEY ITEMS | Mermaid skirts & Dresses



Exaggerated Puff Sleeves

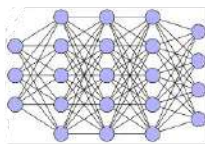


HOW WE WORK

A brief look at our process



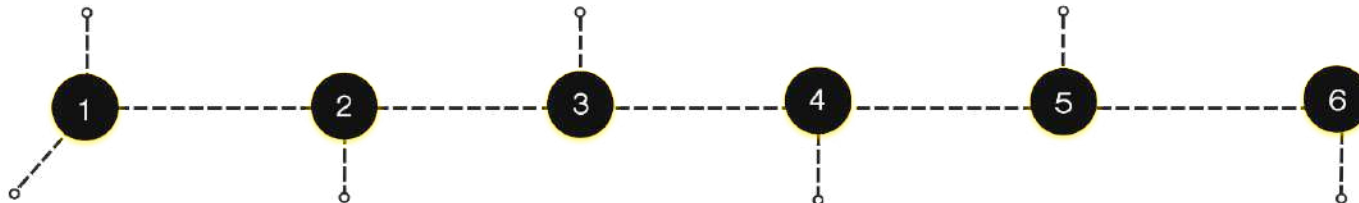
Trends spotted by trendspotters through the VisioNxt app.



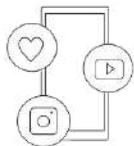
Deep learning model development and prediction.



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



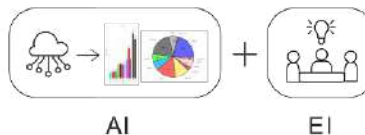
Trends spotted from social media, e zines, blogs and other open sources.



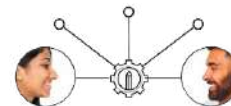
Accumulation at VisioNxt server



Integration of artificial (AI) & emotional (EI) intelligence.



Dissemination of info through customised insights.





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