VISIONXT

Super micro trend report

Tattoos on our Radar: Cheeky tattoos, cyber sigilism, and more

Illustrations/ Flashes by @darsanakarthikeyan

Impromptu Inks

Looks like a rough sketch book page on the back of the notebook - It is no more about what you get, but the act of getting it itself.

From getting impulsively inked, to boldly creating meaningful artwork on the body, Gen-Zs are revamping the tattoo landscape. A decade ago, tattoos had to mean something to oneself, but the team is spotting a rise in the casual, cheeky designs, that are fun and are not-too-serious.

A generation faced with uncertainty is a tale we all remember too well. The effects of it have permanently altered a whole generation's perception of things. "Everything is a joke, it is so unserious", jokingly says an individual as they ponder over how fast things are moving around them. "They believe their style leans toward ignorance and wonky and they like the non-meaningful imperfect aesthetic of it for they believe it adds character and personality to the tattoo." says Amiya aka Box Juice from Mumbai. "Ignorant tattoos are done by actual professionals with good skills but intentionally made to look like it was done by a 10 year old", says Pavataarini.

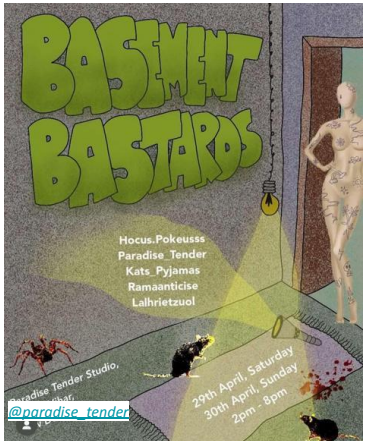
Tattoo styles are ever changing and give us an insight into the changing cultural landscapes. They are representative of a cohort's sentiments. GenZ start getting tattoos very young (before becoming fully financially independent), there seems to be a cap of how much one can spend, making them settle on small, patch-work tattoos that they can keep filling as they go. This new approach redefines the significance of tattoo placement and allows for a more creative and adaptable use of space on the body, reflecting the changing values and preferences of this generation.

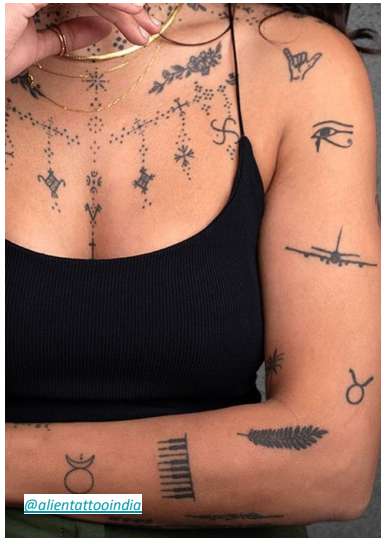
Patchwork:

Huge, detailed tattoos that make up a sleeve, or cover a larger part of the body (also called Millennial sleeves) are slowly diminishing. As the name suggests, there is a whole new generation that is going against the idea of just one. Multiple tattoos, done by different artists, with different contexts and themes filling a larger space is dominating the tattoo scene.

"I am making a garden of tattoos on my body", says @realpriyal.

With no singular theme, these tattoos emulate individuality, and different phases of an individual quite accurately.





Freshness scale:

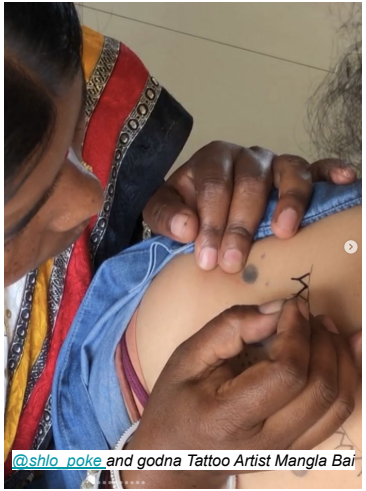
Hand-poke:

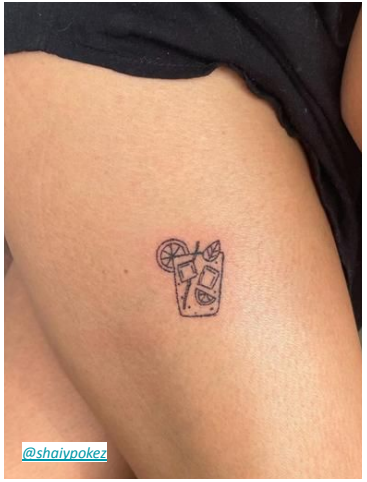
Popular among the tattoo aficionados, hand-poke tattoo is an art form that is gaining recognition among other styles. Hand-poke tattoos are traditional ways of transferring designs onto the skin without a tattoo gun. They are done professionally by a lot of artists across the country. Recently, the tattoo artist by the name @shlo_poke has invited a *godna** tattoo artist Mangla Bai to their studio.

Apart from the cultural aspect of these tattoos, handpokes are usually not-as-perfect, and fades sooner. The hand-poke tattoos also come with an intricacy that are otherwise too hard to achieve with machines. The temporal aspect of these tattoos make it easy to cover up as preferences change over a period of time.

*godna - refers to the piercing of the body with needles

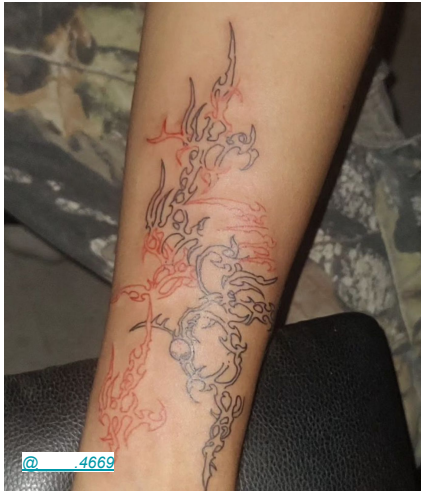
Freshness scale:

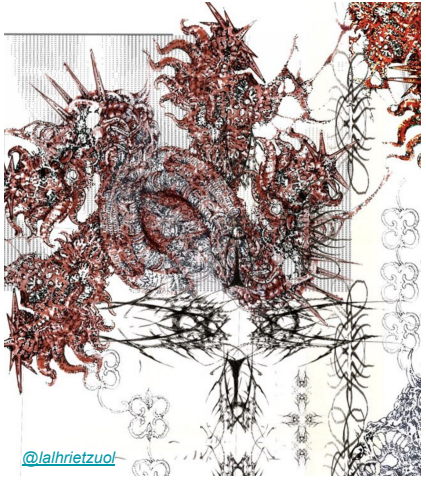


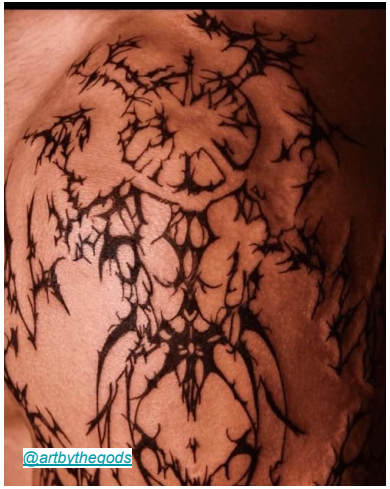


Cyber sigilism:

A new style which broadly falls under the blackwork and linework, cyber sigilism combines mysticism, futurism, and lines. Although it had been on the radar of many tattoo artists worldwide for 2023, this style featuring sharp lines and abstract designs is gaining popularity in India. Reminiscent to the 90s nostalgia and the popular lower back tattoos, cyber sigilism is fresh and is gaining popularity in the country.





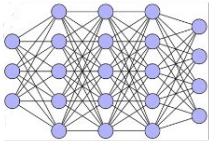


Freshness scale:

HOW WE WORK

A brief look at our process

Trends spotted by trendspotters through the VisioNxt app.

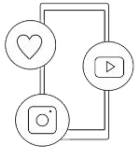


Deep learning model development and prediction.

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

1

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



2

Accumulation at VisioNxt server

3

4

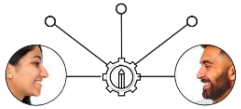
Integration of artificial (AI) & emotional (EI) intelligence.

AI EI

5

6

Dissemination of info through customised insights.



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