

# VISION **NXT**



## Super micro trend report Youth Report: Prints, Patterns, and Dyes on denim



# “Go Big or Go Home”

*Big silhouettes, Dip dye denim, and more...*

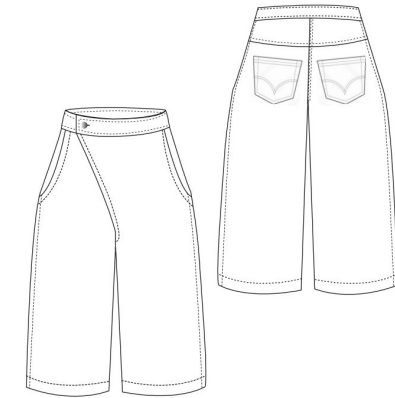
Denim has become a timeless wardrobe staple for individuals of all age groups, but it's Gen Z that's leading the charge in pushing the boundaries of denim fashion. Brands like [@freakinsindia](#) and [@denimals](#) are at the forefront of this movement, offering designs that embrace individuality and stand out from the crowd. One notable trend is the resurgence of 90s fashion, with **jorts** (jean shorts) making a notable comeback among young adults.

## **Theme:**

Drawing inspiration from the effortlessly chic 90s aesthetics, "Go Big or Go Home" encapsulates the essence of the fearless, where self-expression takes centre stage. This reinterpretation of casual loungewear invites brands to prioritise comfort while also embracing a meticulous curation, striking the perfect balance between a relaxed sensibility and an artful selection.

## Elevated Classics:

The denim fashion scene has seen a surge in popularity for **exaggerated forms**, ranging from **extremely flared jeans to heavy maxi skirts**. This revival of 90s aesthetics extends to various aspects of denim wear. The reinvention of iconic denim, “**jorts**” are not to be missed this season. A twist on the existing silhouettes, asymmetry, and a play in the prints can be explored.



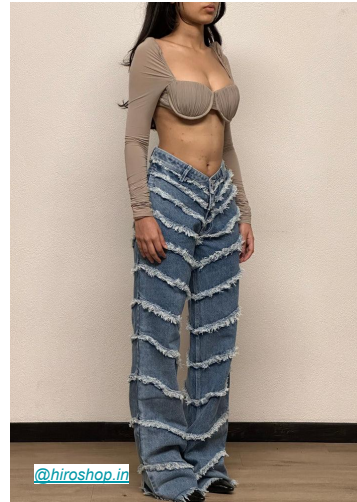
Suggestive Directions - Asymmetric Jorts

Freshness scale:



## Felt-it:

Covering the visual aspects, **cyber sigilism styles** are reflected in denim as well, along with **panels** and **frays**. The boundaries of textural exploration is pushed, where **exaggerated** and **bold statement pieces** are taking the centre stage. The silhouettes still **remain big, and lounge-y**, making the denim pieces that show-stopper.



Freshness scale:



# Acid-trip:

Dip dyed denim, and overdyed denim in purples, greens, and browns have captured the imagination of fashion enthusiasts, making them must-have choices for the current season. This emphasis on experimentation and authenticity in denim wear reflects the young adults desire to break free from conventional fashion norms and make a style statement that's uniquely their own.



Suggestive Directions - Green dip dyed corset with frayed typography. Asymmetric denim pants with screen printed photo-negative flowers

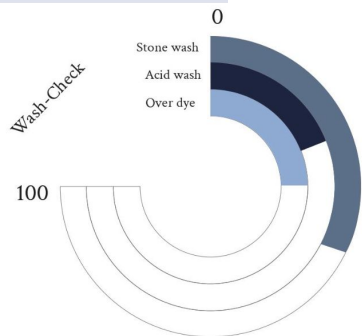


Kuhu Sharma



@DFC

TREND-O-METER : KEY ACTION POINTS



Freshness scale:



Kenisha Choradiya



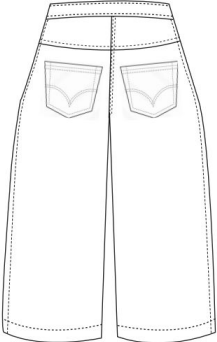
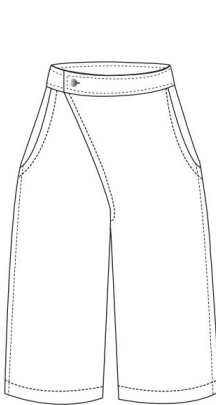
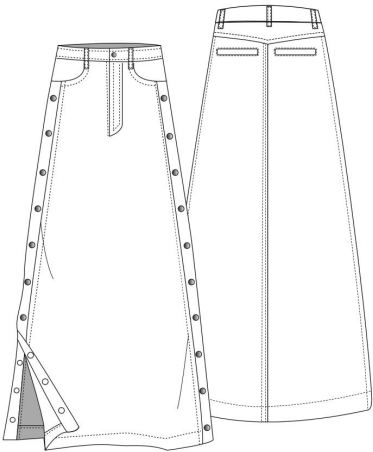
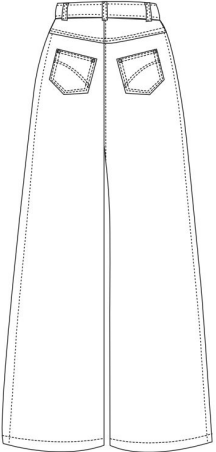
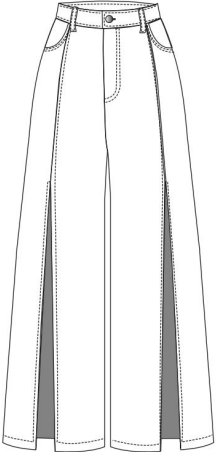
@freakinsindia



@dhruv Kapoor



**Suggestive directions and finishes:**

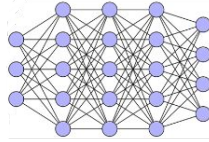


# HOW WE WORK

*A brief look at our process*



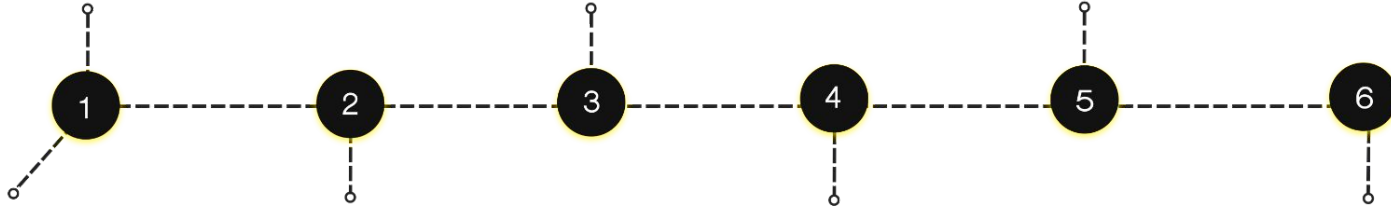
Trends spotted by trendspotters through the VisionNxt app.



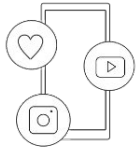
Deep learning model development and prediction.



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



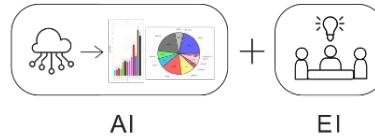
Trends spotted from social media, e zines, blogs and other open sources.



Accumulation at VisionNxt server



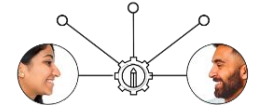
Integration of artificial (AI) & emotional (EI) intelligence.



AI

EI

Dissemination of info through customised insights.





CREATED AND EDITED BY  
Chaitri Patel, Darsana Karthikeyan, Poornima S

#### 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](mailto:kaustav.sengupta@nift.ac.in)  
Dr. Shalini Sood - [shalini.sud@nift.ac.in](mailto:shalini.sud@nift.ac.in)