

VISION **NXT**



Super micro trend report
Kidswear Report: Prints, Patterns, and
silhouettes for Boys & Girls



The New Era of Ladies and Gentlemen

New silhouettes, prints, and patterns for Boys & Girls

The market for kids' apparel in India exceeds Rs.13000 crore, of which around Rs. 3000 crore is constituted by branded kids' wear. The kids' wear market is growing at the rate of 10% per annum, which makes it one of the fastest growing markets. As we step into the final month of the year, we explore the trends that are catering to two distinct age categories: the juniors (ages 03-06) and the slightly older group (ages 08-12). In the realm of juniors, trends are brought to life through the enchanting world of prints, where adorable animals take center stage, creating a whimsical and playful aesthetic.

On the other end of the spectrum, Tomorrow's Legacy narrated the trends observed among ages 08-12 which is deeply influenced by the digital era. The online content they consume, particularly the global phenomenon of Kpop, has become a powerful force shaping their preferences. The effects of this cultural sensation are vividly reflected in their outfits and the way they present themselves. Kpop, with its dynamic fusion of music, fashion, and culture, has captivated this generation, imprinting a distinct style that transcends borders.

The effects of digital media and cultural phenomena like Kpop are not merely trends but represent a cultural shift in the way children perceive and engage with fashion. It is an era where the playful innocence of juniors intertwines with the sophisticated style of older kids, creating a diverse and exciting landscape in Indian kidswear that mirrors the global fusion of influences. The trends are fast moving within the realm of kidswear, and it is pivotal for the brands to keep up the dynamic world of internet and personalities.

OUT & ABOUT:

Out and About talks about embarking on adventurous journeys through the lens of everyday animals, reimagined with a modern twist. This theme taps into the boundless curiosity of children, encouraging them to explore the world around them with enthusiasm and style. From curious cats to daring dogs, each piece tells a whimsical tale that sparks the imagination and adds a touch of magic to everyday moments.

Embracing the spirit of exploration, it is essential to seamlessly blend comfort and creativity. It's more than just clothing; it's an invitation to embrace the joy of discovery, where every outfit becomes a canvas for imagination and outdoor escapades. The evolution towards simpler silhouettes opens the door for intricate prints, where the magic lies in focusing on a pivotal character within the busy patterns.



Totte



Zach & Kiki



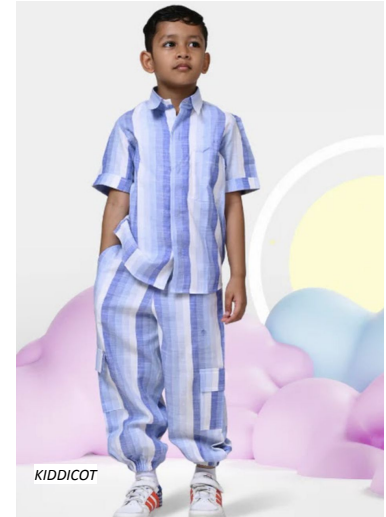
Miko Lolo



Coord set with buffalo plaid placement prints



Suggestive print directions - Interesting characters, subtle prints.



KIDDICOT

Freshness scale:



TOMORROW'S LEGACY:

The style of tomorrow, here meaning more inspired styles from youthwear (18-24) seem to have been casting an effect on the younger generation. The heightened sense of self expression among kids, this phenomenon signifies a positive shift in attitudes. The younger generation (08-14) approaching their style choices with newfound seriousness and a distinct personal flair, influenced not only by social media but also by the captivating allure of Kpop introducing them to more trendy, but mature styles. This is an opportunity for young minds to explore, embrace, and confidently showcase their unique styles and exuberating personas.

In response to this evolving trend, brands can strategically align their design directions on **creating versatile silhouettes** that effortlessly adapt to various occasions. **Muted tones, earthy shades** can be paired with everlasting **monochromes, blues, and darker shades**. Popular K-pop and K-dramas can also be a source of inspiration for the brands. **Hoodies, T-shirts with drop shoulders, and functional clothing** will become a wardrobe staple. To accentuate the **everyday wear, thoughtful details and trims** can be added to the silhouettes.

Suggestive Directions - Knitted pullover with zipper detail



Suggestive Directions - Everyday joggers with drawstring

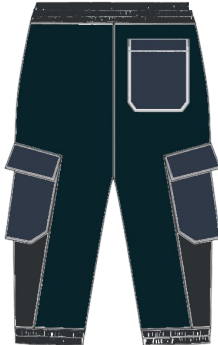


Freshness scale:



Suggestive directions and finishes:

Tomorrow's Legacy (8-12 years)



Out & About (03-06 years)

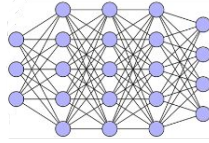


HOW WE WORK

A brief look at our process



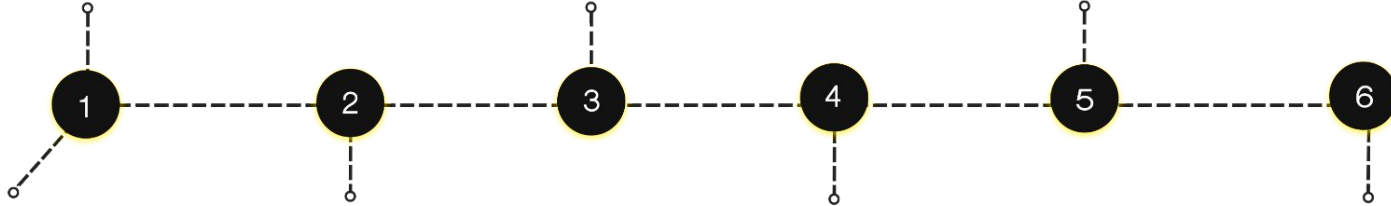
Trends spotted by trendspotters through the VisionNxt app.



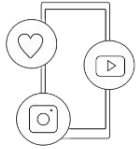
Deep learning model development and prediction.



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



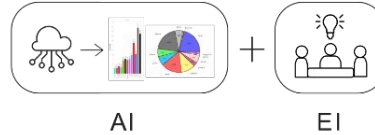
Trends spotted from social media, e zines, blogs and other open sources.



Accumulation at VisionNxt server



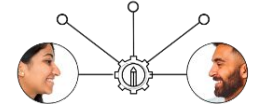
Integration of artificial (AI) & emotional (EI) intelligence.



AI

EI

Dissemination of info through customised insights.





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