



*Super micro trend report*  
**Ethnic wear: Occasion wear Trends Jan'24**



Mood board by @darsanakarthikeyan

# Modern-day Heritage

## *Throwback or a Twist?*

As the early months of a year continues into festivities each year, new trends emerge to capture the essence of this celebratory time. The shift towards deeper tones reflects a more refined and thoughtful approach to the attire. A noticeable resurgence of interest in the modern heirloom and traditional crafts have reclaimed the spotlight. This revival of classic craftsmanship speaks to a desire for authenticity and cultural significance, marking a return to cherished traditions amidst the evolving landscape of wedding fashion.

“Transcending Time”, and “Neo-a-peel” both touch upon the aspects of past either through fabric, or the essence itself. While the first story focuses on the popularity of heirloom, and repurposing of the same, the latter one focuses on chic and modern silhouettes. Brands can focus on this duality, creating a balance for both younger and mature audiences. This approach offers a fresh take on tradition, blending the timeless allure of the past with the contemporary flair of the present.



## Transcending Time

*Fabric beyond the ties of time*

"Transcending Time" is a tale of timeless elegance, weaving a narrative that celebrates the enduring allure of fabrics that have stood the test of time in the realm of occasion wear. Fabrics like velvets and Banarasi silks take center stage, their rich textures and intricate weaves adding a touch of opulence to contemporary styles.

The shift towards simplicity in form allows the focus to remain on the luxurious fabrics, highlighting their innate beauty and craftsmanship. In an era where rich craftsmanship and individuality is highly sought after, Transcending time stands as a testament to these confluence of tastes.

Freshness Scale



### Textile-in-focus



### Velvet & Banarasi

Velvet and Banarasi fabrics have garnered significant attention in ethnic wear owing to their regal and timeless charm. Rooted in cultural richness, these fabrics remain favored choices.

### Action Points

Repurpose vintage textiles, particularly **heirlooms**, into classic, timeless silhouettes to enhance the viability and wearability of the textile. Keep the approach **minimal** in incorporating **subtle ethnic details** such as **symbolic embroidery** or **handcrafted accents**.

### Directions



Relaxed fit velvet co-ord set



Halter neck kurta in Banarasi Brocade



Taro India



Seeaash



Seeaash



Raw Mango

## Neo-a-peel

*New appeal, or peeling/ layering nature of garments*

The quiet elegance of muted colors and pastels has surged in popularity, leading to a revival of tissue and organza fabrics. Traditionally draped in layers as sarees, these fabrics have transcended into new categories such as kurtas and kurtis, igniting a trend towards layering.

In this festive season, modern silhouettes effortlessly blend with the traditional allure of these fabrics, offering a chic and sophisticated look. Brands have the opportunity to explore a range of pastel or deep shades, experimenting with layering techniques and fluidic silhouettes.

"Neo-a-peel" emerges as a fresh and contemporary trend, where the focus is on adding layers to create depth and texture. This approach breathes new life into traditional fabrics, offering a modern twist that resonates with the evolving tastes of today's fashion enthusiasts.

Freshness Scale



### Textile-in-focus



### Tissue

The revival of tissue has become a noticeable trend, especially with its evolution from classic deeper shades to futuristic metallic hues.

### Action Points

Invest in **impeccably tailored silhouettes** like coats and jackets, crafted from **tonal metallic textiles**. Styling is paramount, with **layering** playing a pivotal role. Add an element of intrigue with **translucency** ensuring a commanding and sophisticated presence.

### Directions



Cropped Jacket with sharara in Tissue

Translucent Metallic tissue kurta with solid slip



Kshitij Jalori



Aarkee



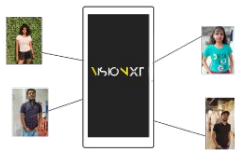
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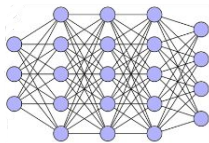
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# HOW WE WORK

*A brief look at our process*



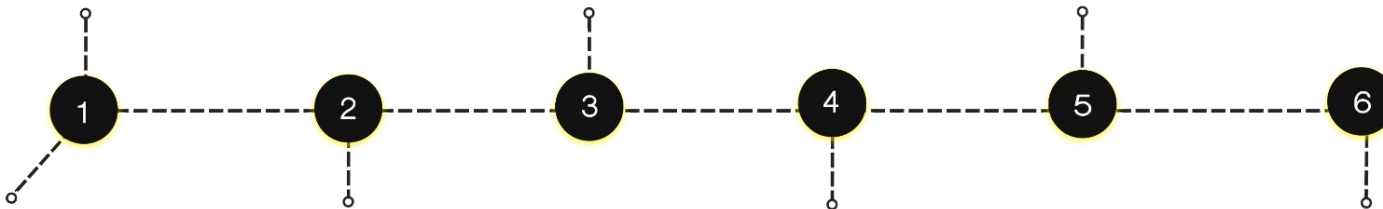
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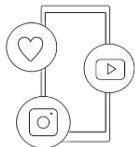
Deep learning model development and prediction.



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



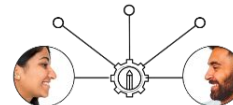
Integration of artificial (AI) & emotional (EI) intelligence.



AI

EI

Dissemination of info through customised insights.





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