VISION

सत्यमेव जयते
Ministry of Textiles
Govt. of India

PARIDHI

ENVISIONING INDIA 24 | 25

FASHION | ACCESSORIES | LIFESTYLE

PARIDHI

Trendforecast & Insights Lab

सत्यमेव जयते
Ministry of Textiles
Govt. of India

गिरिराज सिंह
GIRIRAJ SINGH

सत्यमेव जयते

वस्त्र मंत्री
भारत सरकार
MINISTER OF TEXTILES
GOVERNMENT OF INDIA

MESSAGE

I am delighted to learn that the National Institute of Fashion Technology (NIFT) is unveiling its first-ever AI-enabled trend book **'Paridhi 24-25'**. The VisionNxt project under the Research and Development Scheme of the Ministry of Textiles, aims to create the first-ever indigenous fashion trend prediction for India. It uses a methodology that integrates Artificial Intelligence (AI) enabled deep learning models with Emotional Intelligence.

Under the dynamic leadership of Hon'ble Prime Minister Shri Narendra Modi Ji, the Government of India is actively promoting Research and Innovation in Textiles to enhance Exports and Global competitiveness of this sector.

I compliment NIFT for this unique effort that amalgamates and creatively interprets the aesthetic as well as the socio-cultural plurality of our country. I hope that this project will enable the Indian fashion sector along with other lifestyle segments to understand the potential of the textiles sector. This will contribute towards the Hon'ble Prime Minister's vision of **'Vocal for Local'** and being **Aatmanirbhar** in the Textiles Sector.

I would like to congratulate all the stakeholders involved in the VisioNxt project and wish NIFT all success in its future endeavours.

(GIRIRAJ SINGH)

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पबित्र मार्घेरिटा
Pabitra Margherita

सत्यमेव जयते

विदेश एवं वस्त्र राज्य मंत्री
भारत सरकार
**Minister of State for
External Affairs and Textiles
Government of India**

MESSAGE

In the recent past, the Ministry of Textiles has taken significant strides to bolster and consistently support the textile and fashion industries. One such noteworthy initiative under the Research and Development Scheme involves backing the creation of an indigenous trend forecast system.

The execution of this initiative, named VisioNxt, falls under the purview of the National Institute of Fashion Technology (NIFT). Its primary goal is to assist the industry in gaining a deeper understanding of the domestic market and identifying new opportunities. Notably, VisioNxt employs a distinctive methodology that integrates Artificial Intelligence-enabled deep learning models with the Emotional Intelligence inherent in human decision-making. It is with great pleasure that I announce the completion of the first of a series of many forecasts to come, titled 'Paridhi,' which is now available for industry use.

I extend my commendations to the entire VisioNxt team and all individuals associated with NIFT for this remarkable achievement.

I strongly encourage industry members to use the trend book in planning their collections and to provide valuable feedback for future forecasts. Your active engagement will contribute to the ongoing success and refinement of this valuable initiative.

(Pabitra Margherita)

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रचना शाह, भा.प्र.से.
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Rachna Shah, IAS
Secretary

सत्यमेव जयते

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GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
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Foreword Message

The fashion industry and allied sector in India has seen a significant growth with increase in disposable incomes and fashion consciousness, especially among the youth. The Indian apparel market is projected to touch Rs 8.80 lakh crores by 2024 and grow annually at about 3.80% over the next five years.

Fashion Trend analysis assumes added significance in this context. A unidimensional system of fashion trend analysis, however, may be inadequate for India as the country is culturally diverse, vibrant, fast-paced and young, yet deeply rooted in rich ancient heritage.

VisioNxt is India's first trend insight involving multidisciplinary research including scanning of macro and micro fashion trends across the country to identify key attributes impacting consumer mind shifts, tastes and preferences in fashion. The tool uses big data, artificial intelligence as well as emotional intelligence for fashion forecasting.

I hope this Trend Report by VisioNxt, will be helpful to the Indian fashion industry including brands, designers and retailers in mapping the emerging trends and developing products catering to the Indian market.

Rachna

(Rachna Shah)

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राष्ट्रीय फैशन प्रौद्योगिकी संस्थान
सांविधिक संस्थान निफ्ट अधिनियम 2006
वस्त्र मंत्रालय, भारत सरकार
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
A Statutory Institute under the NIFT Act, 2006
Ministry of Textiles, Government of India

तनु कश्यप, भा.प्र.से.
महानिदेशक
Tanu Kashyap, IAS
Director General

MESSAGE

NIFT has maintained its leadership in the Fashion Education space for the last 4 decades. It has been possible with a sense of responsibility by continuously studying the requirements of the stakeholders and offering solutions in the form of new Academic Programs and innovative projects. NIFT's contributions in preparing manpower for the entire fashion value chain and the associated lifestyle sectors are out there making it a globally noticeable academic institution.

One of the gaps identified by the industry members, duly taken up for exploration and development by the Hon'ble Prime Minister 5 years ago, was the need for an India-specific trend report developed in India using Indian expertise. This responsibility was given to NIFT as a project titled 'VisioNxt' under the R&D scheme of MOT with the objective of developing an indigenous fashion trend and forecasting process for India. I am happy to state that the team at NIFT has been able to accomplish the given task with utmost sincerity and professionalism.

I am proud to present the output of the VisioNxt Project as a series of fashion forecasts. I am extremely confident that the book will benefit the members of the industry and trade nationally and internationally.

I am affirming that this book will catapult the position of India as one of the creative suppliers of Textiles and Apparel. I plead with the industry to offer a helping hand in taking the forecasting-related initiatives forward.

Tanu Kashyap, IAS

डिजाइन मैनेजमेंट और प्रौद्योगिकी का सर्वश्रेष्ठ संस्थान
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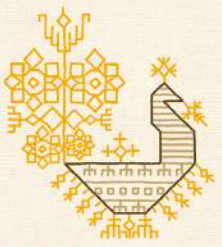


INTRODUCTION

India, a nation of diverse landscapes, encompasses over 4,000 cities and 600,000 villages, each contributing to the country's dynamic character, weaving together a mosaic of regional crafts, traditions, and textiles across a rich fabric of socio-cultural plurality. The threads of this heritage intertwine in more than 500 handloom clusters, employing millions and preserving centuries-old techniques—a testament to not only artistic prowess but also a significant contributor to the national economy.

What does it mean to carry this legacy forward? How do we guard this rich identity while simultaneously forging a path for a fashion-forward India?

Today, India stands at the intersection of tradition and modernity, adeptly adapted to the evolving international landscape, while its consumers display a unique profile. Variations are manifest in every aspect, from the changing seasons to deeply ingrained values and aspirations. While the world at large has developed its own lexicon of fashion over time, none of the global agencies have successfully comprehended the intricacies of India's fashion dynamics or offered India-specific fashion forecasts with seasonal design direction, colour schemes, material exploration, or insights into potential business opportunities through new product lines.

It is high time to rekindle the grandeur of this ancient land, not only by manufacturing clothing for the world but also by articulating the evolving fashion desires of India's burgeoning and ever-evolving 1.4 billion citizens. The future of fashion consumption is upon us, and our contribution lies in bridging the gap between Indian sensibilities and international standards.

In 2017, the honorable Prime Minister envisioned a future for Indian fashion at the Global Textile Summit, addressing this gap and emphasizing our potential. One where we as a country engage in a dynamic dialogue, drawing inspiration from within while projecting our influence outward.

Mapping such plurality is a daunting task, and a unidimensional approach to such diversity can be perilous. In response to this void, the idea of VisioNxt—a Trend Insights and Forecasting Initiative—was conceived and established at NIFT under the Ministry of Textiles, Government of India, in 2018. Researchers at the VisioNxt initiative are committed to studying, analyzing, and developing a cutting-edge, all-inclusive AI-enabled trend analysis and fashion prediction system for practical implementation.

This undertaking involved looking within and without. The model we have developed is at the crossroads of old and new, as it understands the importance of technology supplemented by human intuition. What makes this truly unique is the data collection, with over 800 trendspotters scouring the streets of India, giving us live data from all over the country. We can see what an Indian truly looks like.

VisioNxt intends to support weavers, manufacturers, retailers, domestic businesses, homegrown designers, and fashion brands with India-centric trend directions to ensure that they can design, produce, and launch consumer-focused, targeted collections for this pluralistic nation. With 60+ micro trend reports, 6+ close-to-season trend reports, 3+ research papers, 2 e-magazine, 1 youth trend report, 1 emerging mindset book, and the first taxonomy of 75 Indian wear categories, this book will mark the first launch of a fashion trend forecast by VisioNxt.

This uniquely inclusive trend book blending human and artificial intelligence, is tailored for the entirety of the Indian fashion fraternity and we are proud to call it "Made in India."

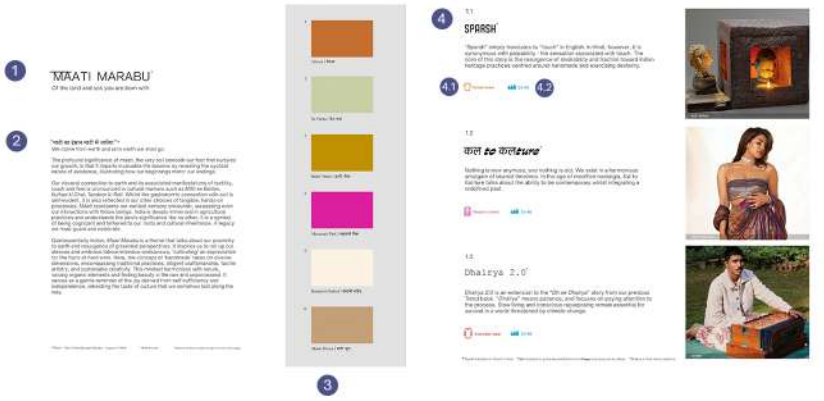
How to use this book

Main theme spread

1. Name of the theme

2. Storyline: Conveys the mindset and thought behind the theme

3. Colour swatches: Reflect the mood of the theme; e.g., Gerua represents an orange version of 'Maati,' symbolizing the soil of India



4. Sub-Stories :
Encompassing 3 main ideas, styles, and age groups representing the main theme with visuals illustrating the mood of the adjacent sub-story

4.1 Apparel Category

4.2 Demography

AI Insights Spread

5. Images from the visual evidence cluster for the main theme

6. Statistics on sleeves, print and pattern, and fit based on collected primary & secondary data for market understanding. For example, the fit illustrated in silhouettes is prominently regular, followed by an oversized fit. These statistics are illustrated in the Design Directions, Print & Pattern & Design Application beyond Apparel spreads

7. Consumer sentiment insights for manufacturers, retailers, or producers. For eg; 3 out of 4 consumers are likely to take the conventional or safe route over being experimental in their buying decision. 3 out of 4 consumers are likely to purchase products reflecting social affinity

8. Each quadrant represents a niche that a retailer wants to focus on. Eg, attributes in an 'Innovative' and 'Competitive' niche represents what kind of new products are likely to be picked up in the market.

9. Indication of contrast and inclination towards 2 main apparel categories

10. Preference of main theme amongst genders. In this case, there are more male takers per sample size of population over female takers

11. Popularity amongst different age groups. Eg; this theme is likely to be most popular in a mature, middle-aged market

12. Three main ideas of the theme.

Sub-story Spread

13. Name of the sub-story along with key words indicating the idea of the sub-story

14. Brief overview of the sub-story

15. Visuals indicating secondary evidence from market study

16. Visuals indicating primary evidence from ground data gathered through VisioNxt Trendspotters

Main Theme Spread

17. Overview/action points on how to utilize these directions

18. Suggestive Prints/Patterns/Textiles

Design Application Beyond Apparel

19. Suggestive product categories with application of suggestive prints & patterns

Textile & Weave Derivation Spread

20. Visual reference from each

21. Keywords and insights translated into inputs for crafts

22. Colour Guide

23. Derived Motifs/Patterns

24. Design direction applied in the development of three weaves

25. Alternative colour samples

26. Sample yardage simulation and application on a product.

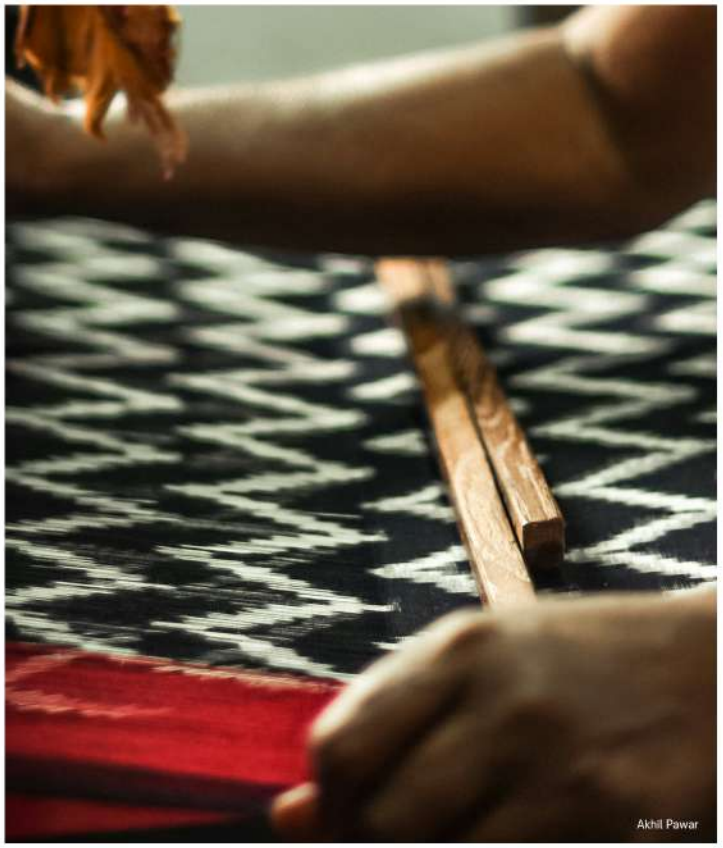
A Homage to Artisans

India, a longstanding repository of textile traditions, has seen its national progress intricately interwoven with the vibrant fabric of the textile sector. The numerous clusters of weavers, serving as custodians and conveyors of indigenous knowledge systems and values through material culture, have played a pivotal role in our evolution. Even the Shastras make reference to the exceptional nature of various arts, with weaving recognized as a profound act resembling immersive meditation, indispensable to a creative and intellectual life.

In the development of this trend book, conceived for India by India, we aim to establish a definitive reference point for the diverse weaving and indigenous craft clusters across our nation. The insights derived from each narrative are versatile, capable of being skillfully translated and incorporated into a multitude of practices. The essence of this endeavour is to foster a dynamic, lively, and well-coordinated exchange between the community and its creators.

While the book also targets the fashion industry, it does not overlook the indispensable role played by artisans in shaping our identity. Each narrative is accompanied by directives encompassing keywords, colours, types of fabrics, and an overarching visual aesthetic. The aforementioned is translated into poignant starting points that can potentially be applied to key areas of weave and craft development. The broad categories of intervention include the colour of thread, thread count, reed count, and motifs taken into consideration when recommending a textile.

Aditya Wardhana



How will this book benefit weavers, artisans & craftspeople?

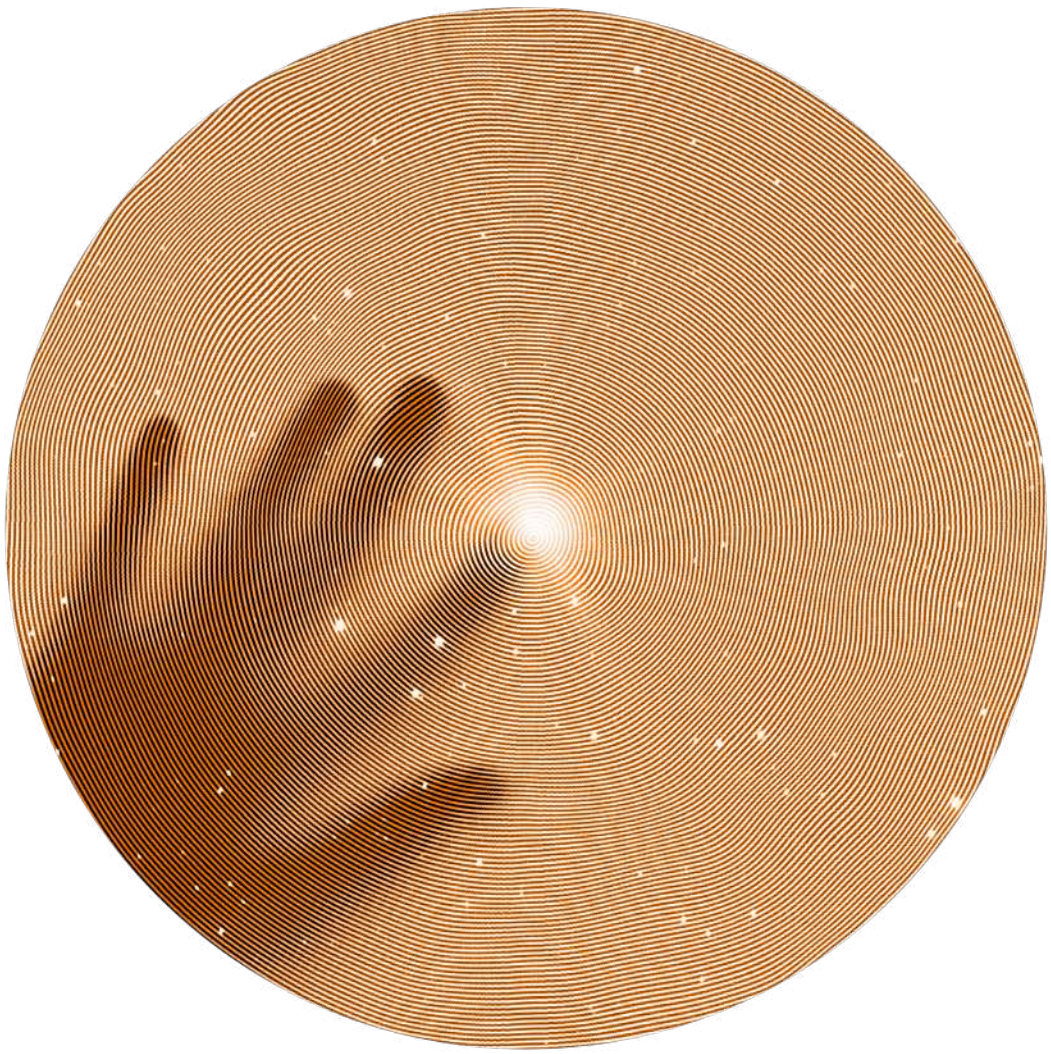
Deriving Design from Inspiration:

1. Begin by examining images and keywords within a given narrative.
Identify key visual elements from a foundational perspective:
Analyse lines, considering their nature (straight, curvilinear, squiggly).
2. Identify prominent shapes such as circles, squares, triangles, etc.
3. Evaluate texture, discerning between rough or soft, sheer or opaque.
4. Explore the emotional tone conveyed and its calming or evocative nature.
5. Note the suggestive and prominent colours.
6. Translate a chosen keyword into a visual representation:
7. Pose questions like, "What does [keyword] look like in the context of the craft?"

Once inspiration is thoroughly dissected, apply these design elements to the craft or weave:

1. Example: Envision a Single Ikat weave with chaotic, uneven lines.
2. Example: Imagine madras checks incorporated in the prominent colour scheme of the narrative.

This process is illustrated in this book through examples of craft, and textile practices coupled with our humble suggestions on how slight adaptations could significantly broaden the reach, applicability, and alignment with the evolving mindset and needs of the Indian consumer.



Why

PARIDHI ?

‘Paridhi’, a versatile Sanskrit term, encapsulates a plethora of meanings, each resonating with profound symbolism. While its literal translation refers to 'circumference,' Paridhi transcends mere boundaries. It evokes the expansive horizon, the ethereal halo around the sun, or even the boundless ocean encircling the Earth. Despite its connotations of enclosure and limitation, Paridhi beckons us to introspect within its limits and venture beyond its confines, eliciting both containment and expansion. The term embodies a circularity that defies a clear origin or conclusion, symbolising the timeless and cyclical essence of trends. Paridhi is about the infinite nature of finite elements.

The core of this Trendbook, Paridhi encourages exploration within and beyond its periphery, mirroring the endless possibilities of a horizon. The six sub-themes capture elements of being rooted which are not necessarily orthodox, of having faith not necessarily associated with religion. Within these themes, one finds the duality of thought and reflection, learning and unlearning. It champions not just the significance of expression but also the art of contemplation. It's a call to action, urging immersion and experience. It's about decluttering our internal landscapes while celebrating community. Here, instinct is just as influential as science, blending tradition with innovation.

Content Overview

There are 6 broad themes in this Trend Book - ‘Maati Marabu’, ‘Mind to Mine’, ‘Dear Dark’, ‘Larger than Life’, ‘Khel.Talin’ and ‘Cu.Re’ :

1. The profound and culturally rich Indian sentiment finds a tangible and tactile expression in **Maati Marabu**.
2. **Mind to Mine** extends into a more expansive sphere, one that involves relooking at both internal structures and social spaces where home is subjective.
3. A wave of agreeable dissonance, skillfully represents the interplay of inner and outer selves, in **Dear Dark**.
4. A fusion of intuition and technology, **Larger than Life** delves into the uncharted territories and mysteries that lie within.
5. Driven by curiosity, immersion, and joyful exploration, **Khel.Talin** embodies the concept of "play" in our personal, interpersonal, and social lives.
6. **Cu.Re** represents a dive into the fundamental need for acceptance and nourishment as essential precursors to the healing and transformation of both the self and the world.

Each theme encompasses three compelling sub-stories. Within these sub-stories, one may discover a rich repository of creative assets, including story drivers, distinct colour palettes, design directives featuring flats, and intricate prints and patterns. These resources serve as invaluable references for the handloom, fashion, lifestyle, retail, and allied sectors pertaining to the Indian subcontinent, for which the “how to use this book” section can be perused.

Furthermore, this compendium offers essential insights, such as weave and product inspiration, age cohorts and primary visual information derived from trendspotters in India. The product categories extend beyond apparel to include beauty and wellness products, lifestyle items, technical gear, sports equipment, technology, home goods, and furnishings. These resources are empowered by our state-of-the-art AI Deep Vision model which uses 70,000+ primary data along with 2,80,000+ secondary data. These are further analysed to make industry focused real time insights, rendering them indispensable for retailers, exporters, and independent designers.

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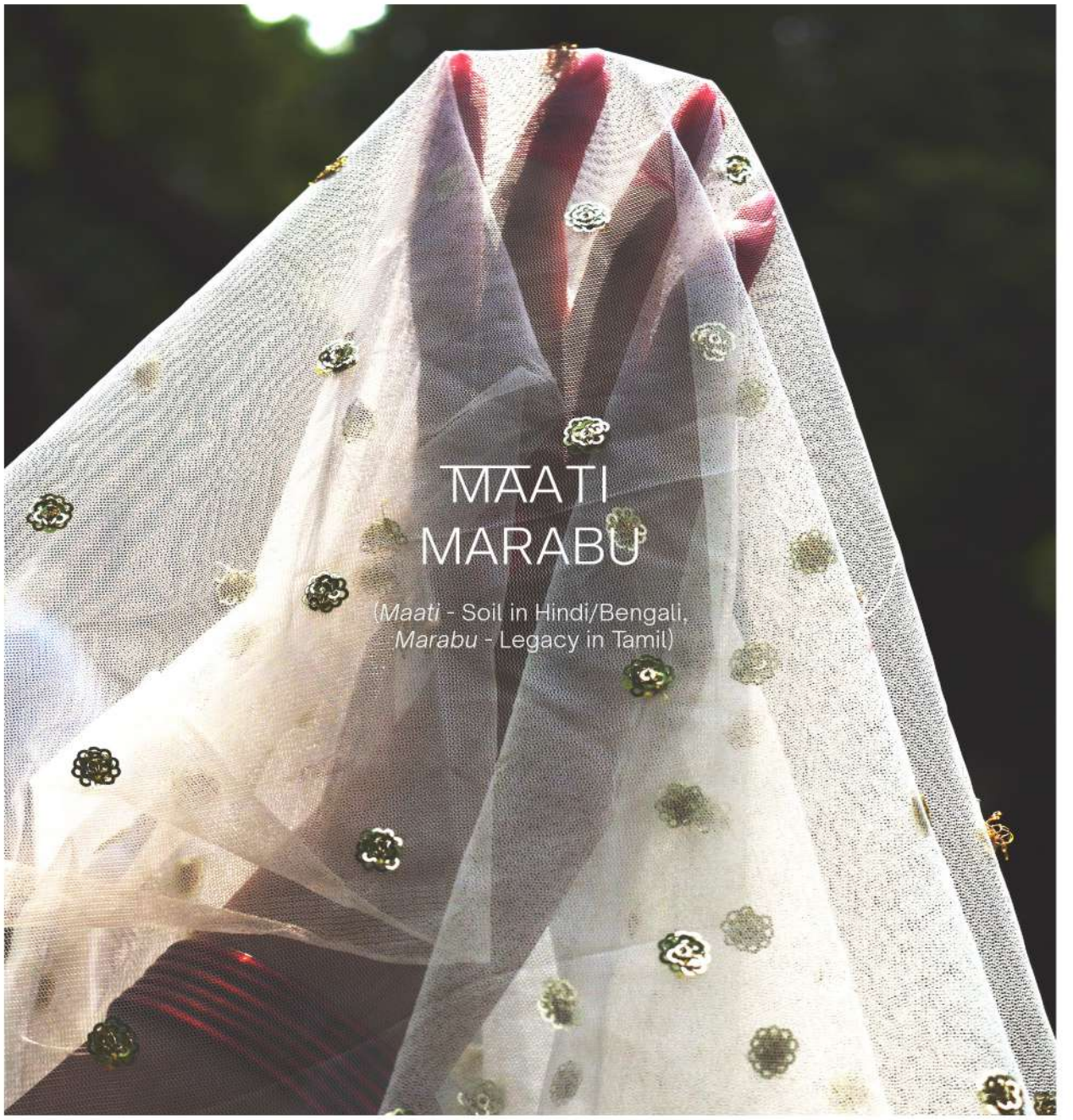

MAATI
MARABU
(*Maati* - Soil in Hindi/Bengali,
Marabu - Legacy in Tamil)

MAATI MARABU*

Of the land and soil you are born with

“माटी का इंसान माटी में जायेगा”*
We come from earth and unto earth we shall go

The profound significance of *maati*, the very soil beneath our feet that nurtures our growth, is that it imparts invaluable life lessons by revealing the cyclical nature of existence, illustrating how our beginnings mirror our endings.

Our visceral connection to earth and its associated manifestations of tactility, touch and feel is pronounced in cultural markers such as *Mitti ke Bartan*, *Kulhad ki Chai*, *Tandoor ki Roti*. Whilst the gastronomic connection with soil is self-evident, it is also reflected in our other choices of tangible, hands-on processes. *Maati* represents our earliest sensory encounter, surpassing even our interactions with fellow beings. India is deeply immersed in agricultural practices and understands the land's significance like no other. It is a symbol of being cognizant and tethered to our roots and cultural inheritance. A legacy we must guard and celebrate.

Quintessentially Indian, *Maati Marabu* is a theme that talks about our proximity to earth and resurgence of grounded perspectives. It inspires us to roll up our sleeves and embrace labour-intensive endeavours, ‘cultivating’ an appreciation for the fruits of hard work. Here, the concept of ‘handmade’ takes on diverse dimensions, encompassing traditional practices, diligent craftsmanship, tactile artistry, and sustainable creativity. This mindset harmonises with nature, valuing organic elements and finding beauty in the raw and unprocessed. It serves as a gentle reminder of the joy derived from self-sufficiency and independence, rekindling the taste of culture that we somehow lost along the way.

*Maati - ‘Soil’ in Hindi/Bengali, Marabu - ‘Legacy’ in Tamil

* Hindi proverb

Pantone and hex codes are given in the color page

1

Gerua | गेरुआ

2

Tej Patta | तेज पत्ता

3

Haldi Peela | हल्दी पीला

4

Maharani Pink | महारानी पिंक

5

Baadami Safed | बादामी सफ़ेद

6

Maati Bhura | माटी भूरा

1.1

SPARSH*

Sparsh simply translates to 'touch' in English. In Hindi, however, it is synonymous with palpability - the sensation associated with touch. The core of this story is the resurgence of desirability and traction toward Indian heritage practices centred around handmade and exercising dexterity.

Casual wear 25-40

Adil Writer

1.2

कल *to* कल*ture**

Nothing is new anymore, and nothing is old. We exist in a harmonious amalgam of blurred timelines. In the age of modified nostalgia, 'कल to कल-ture' talks about the ability to be contemporary whilst integrating a redefined past.

Modern street 30-40

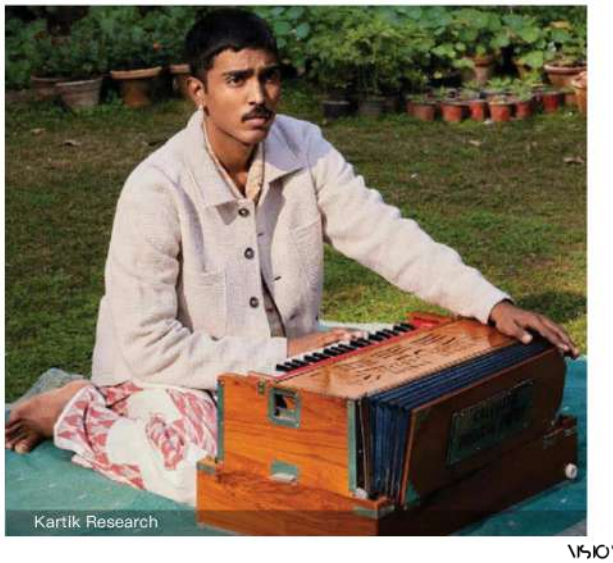
Johargram

1.3

Dhairya 2.0*

Dhairya 2.0 is a design-led extension to the meaning of *Dhairya*. *Dhairya* means patience and focuses on paying attention to the process. Slow living and conscious repurposing remain essential for survival in a world threatened by climate change.

Everyday wear 30-60



Kartik Research

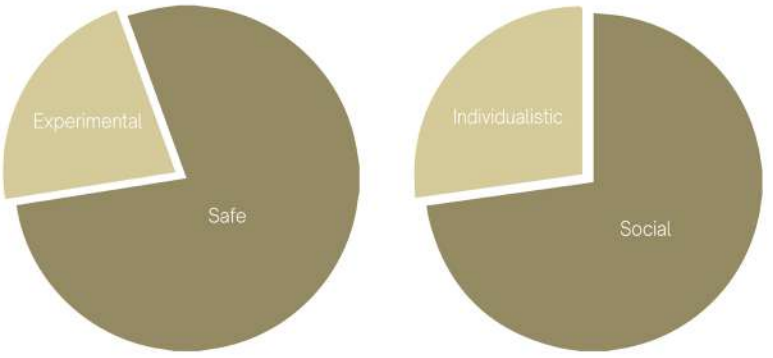
* *Sparsh* - 'Touch' in Hindi * कल - 'yesterday' and 'tomorrow' in Hindi * कल*ture* - prounouced 'culture' * *Dhairya* - 'Patience' in Hindi

Deep Vision Insights - MAATI MARABU

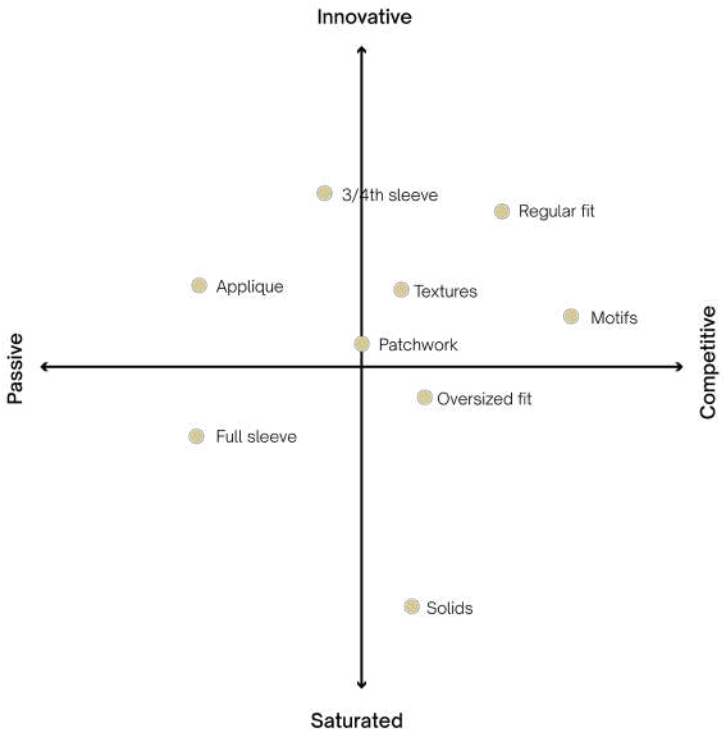
800+ Trained Trendspotters have gathered **70,000+ data** from across India. The data has been further analysed by our in house **AI Deep Vision model** which provides us quantitative data about various signals spotted. These insights are further developed and are produced as industry-ready reports and directions.

Stats To Refer

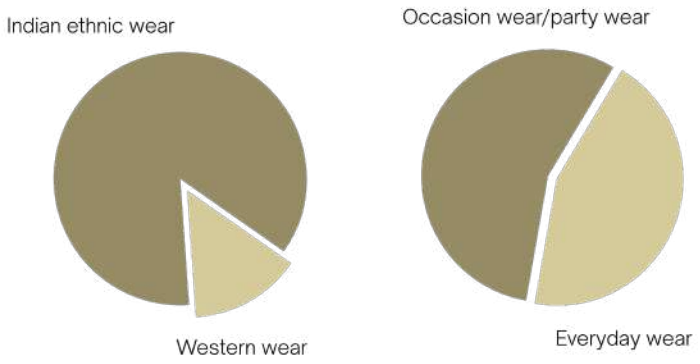
Consumer Sentiments



Key Design Directions



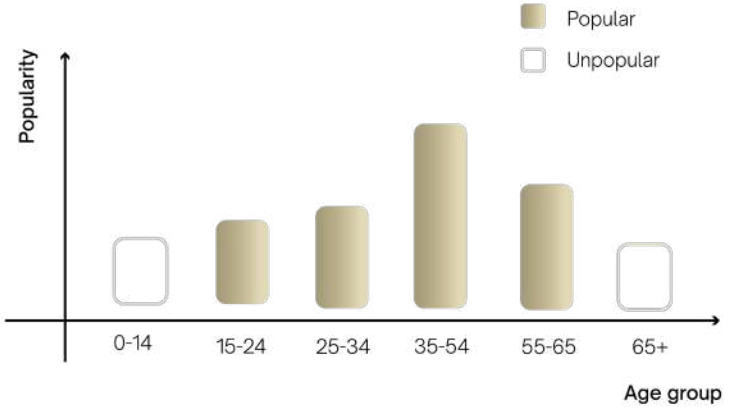
Overview



Preference Index

Popular Key Words

Popularity Index



SPARSH

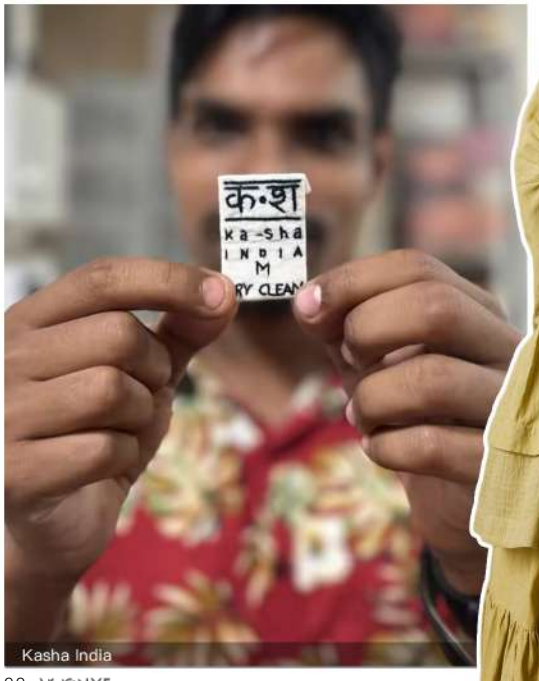
Made in Hand, Touch & Feel, Tactility, DIY, Texture, Indulgence, Rustic

A colourful story rooted in nature, *Sparsh* plays around facets of tangibility, tactility and textures. A 'touch' of personalisation makes an article special, ascribing a unique story and taking it away from mechanical uniformity. Techniques such as hand-done paintings, embroidery, mending, DIY, and the likes that focus on the 'surface' and involve the wearer's 'hands' are the driving forces here.

Elodie Alexandre

No Borders Shop

Yavi



Kasha India

Cord

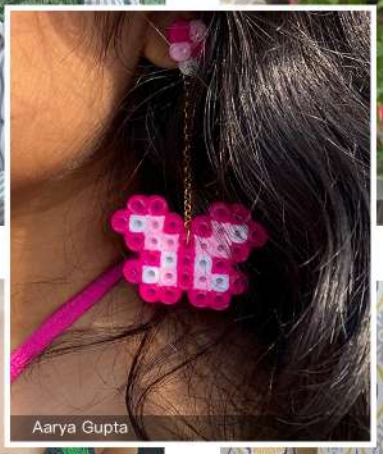
Homegrown

Through VisioNxt Eyes

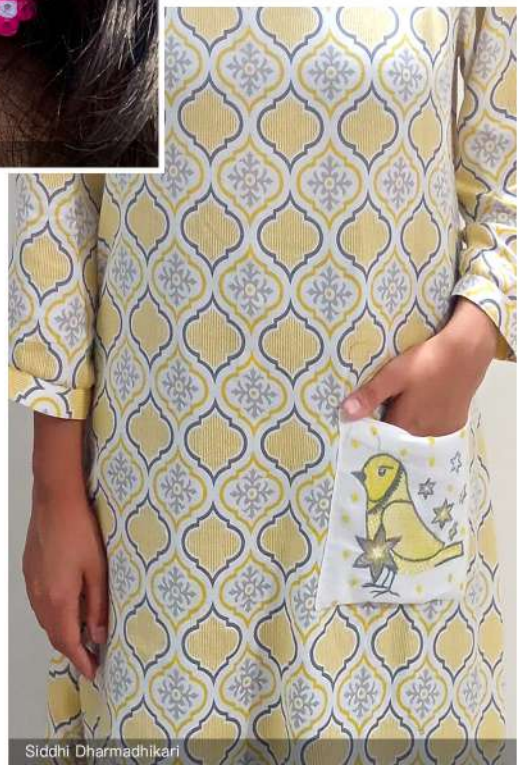
Swaati Laksmi Prasad

Aarya Gupta

Swaati Laksmi Prasad


Aarya Gupta

Ananya Saxena


Siddhi Dharmadhikari

Bhuvee Jivangikar

1.12

Design Directions

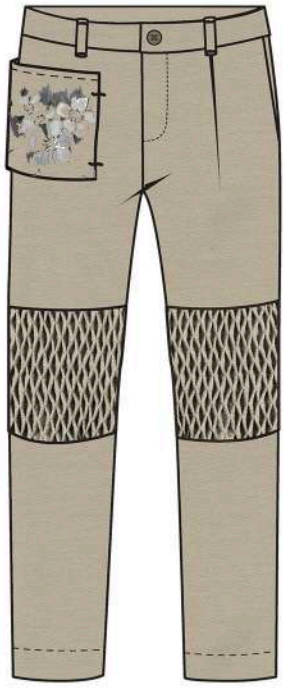
Tactility will take centre stage with a focus on **textured fabrics** and innovative fabric manipulation techniques.

Explore surface ornamentation, including **3D material** in embroideries. Silhouettes will lean towards a **relaxed fit and simplified cuts**. The emphasis will be on ease rather than intricate tailoring, allowing the tactile qualities of the fabrics to shine.

Cuban shirt with upcycled patchwork

Baggy pants in upcycled patchwork

Diamond tucked saree inspired by Cord



From left to right:
Linen kurta with Guldasta embroidery
Linen shirt with hand painted florals
Hemp trouser with smocked knee panel

Linen shirt dress in all over tathastu print

Linen shirt with fabric manipulation details

1.13 Design Application Beyond Apparel

Textured hand painted floral diary

Kantha patchwork cushion cover

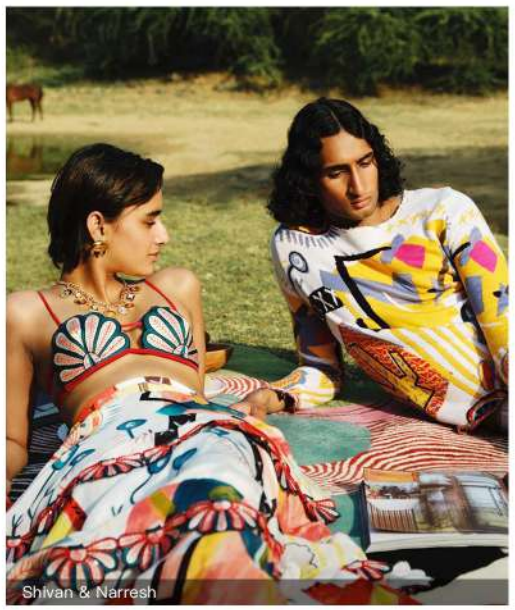
Kantha patchwork jhola

Palm imprint pot with amorphous neck, source - Ramgharclay pottery

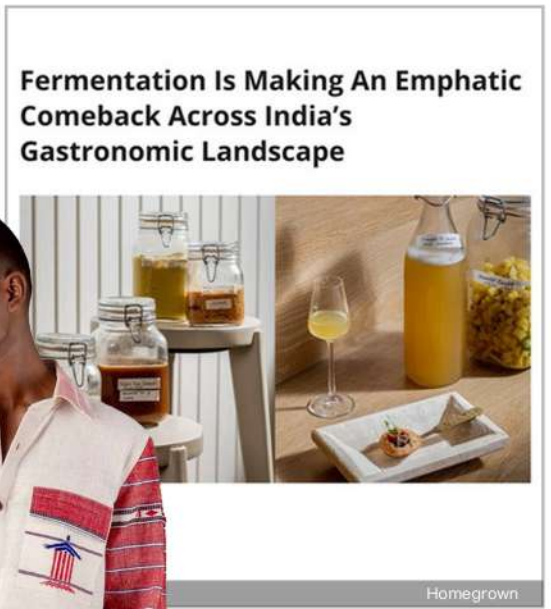
कल *to* कल*ture*

Modified Past, Cultural Future, Revival, Modern/Redefined Heirloom, Nowstalgia

One cannot talk about कल to कलture without looking at the past to understand the present and future. Heirloom brocades are a potent example, guarded and cared for with love through generations and now revitalised before being further passed down. A new era of 'nowstalgia' where tradition is modern and modern is dated, this is a tale of preserving the 'haute heritage'.


Shivan & Narresh

Architectural Digest India



Homegrown

Divyam Mehta

@maroofculmen

Johargram

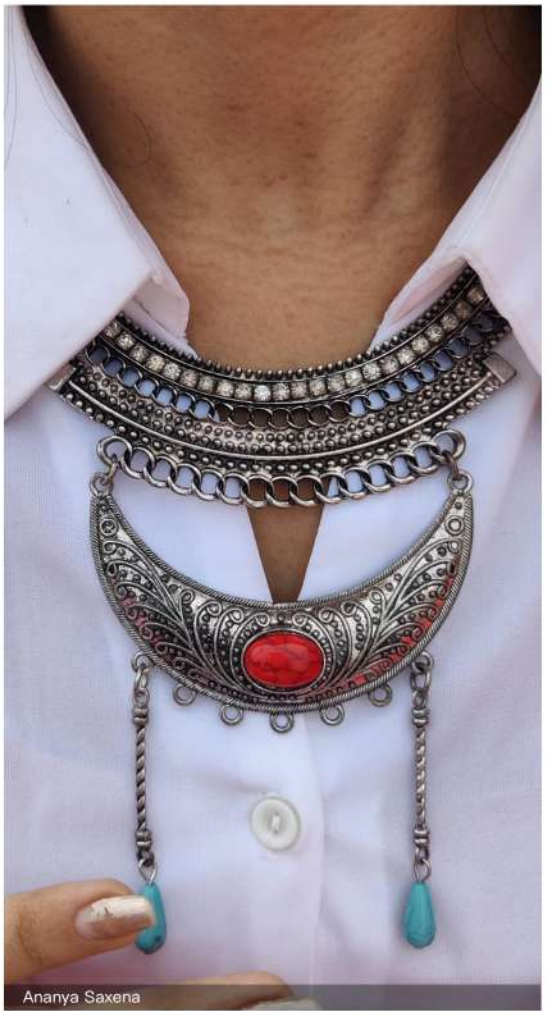
Johargram

Ambika Sharma

Ananya Saxena

Aarya Gupta

Ananya Saxena


Ananya Saxena

Nandini Bharija

Ruhika Nikam

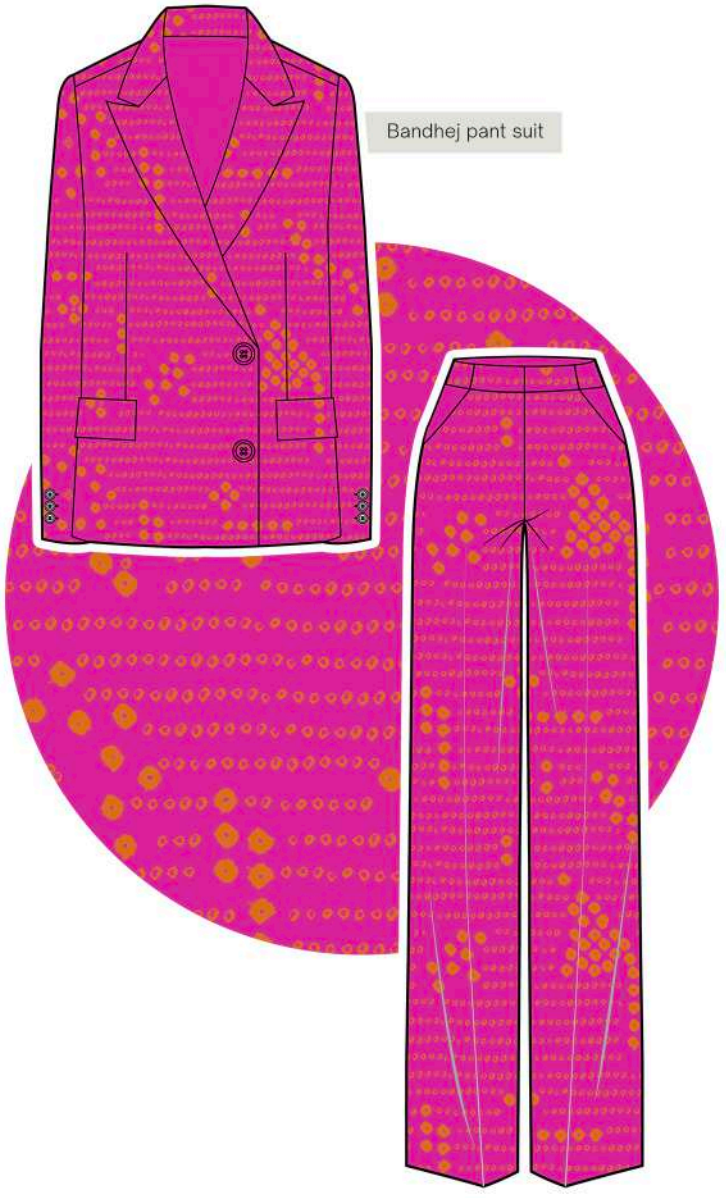
Design Directions

Rich Jharkhand textile panelled shirt

Silk shirt with brocade panel

Reimagining heirloom and traditional textiles in a contemporary light will involve enhancing their wearability. The spotlight will be on **vintage Banarasi, Bandhej** and regal textiles from various Indian states with accent Indian embellishments like **Zardozi.** This will add relatability for younger generations and variety for others.

Preference will be given to **tailored and structured** silhouettes, allowing the textiles to shine. Additionally, the unique nature of each textile will play a role in determining a suitable silhouette.



Bandhej pant suit

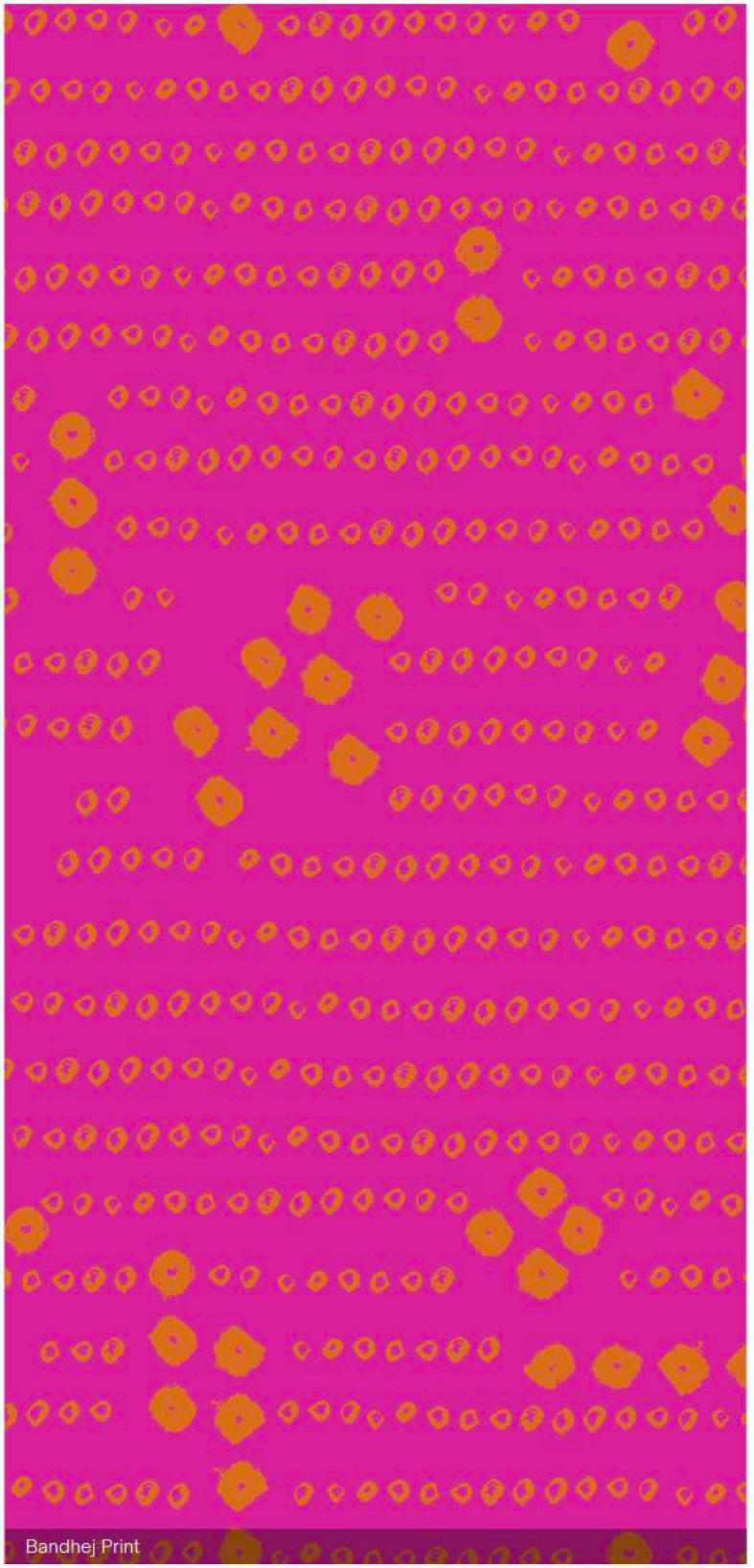
Striped velvet jacket with zardozi patch

Zardozi patched evening trouser

Simar Dugal

Silk & brocade tussar co-ord set

1.23 Design Application Beyond Apparel



Bandhej Print

Bandhej print tote bag

Bandhej boots

Zardozi bow belt

Zardozi studded eyewear

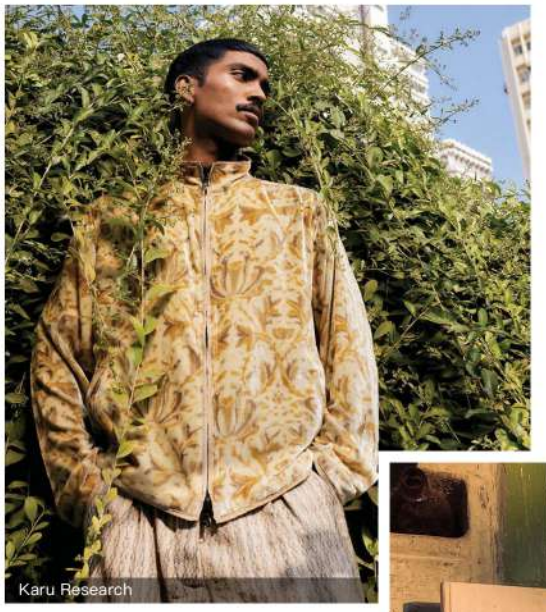
1.3

Dhairya 2.0

Legacy, Roots, Earthy, Slow, Process, Sustainable

Conscious, soulful, and slow; Dhairya 2.0 is focussed on organic, natural, and raw fabrics with earthy tones. The idea is to be rooted in the now despite the whims of life through breathable silhouettes and fabrics. Comprising thread embroideries or patchwork and dyeing techniques like bandhani, ikkat, or eco printing with carefully preserved flora, this story solidifies the legacy of bucolic India.

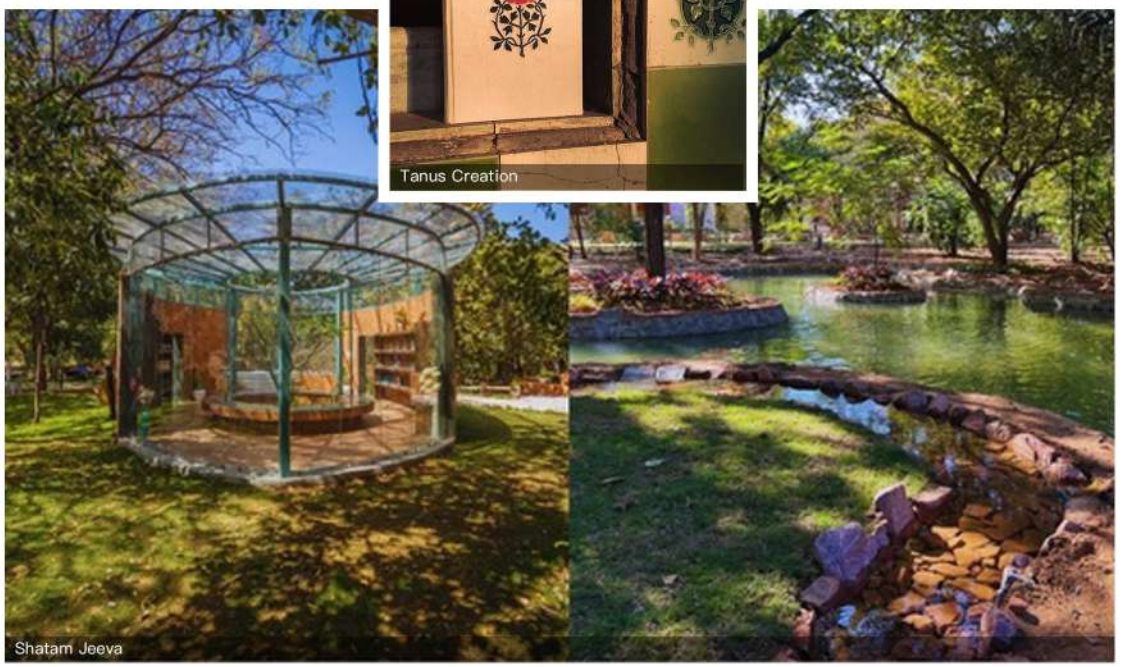
Amala Earth


Karu Research

Pratha

Tanus Creation

Tanus Creation


Shatam Jeeva

Through VisioNxt Eyes

Jyoti S

Modita Shah

Jyoti Devendra Singh

Swaati Lakshmi Prasad

Ananya Saxena

Swaati Lakshmi Prasad

Design Directions

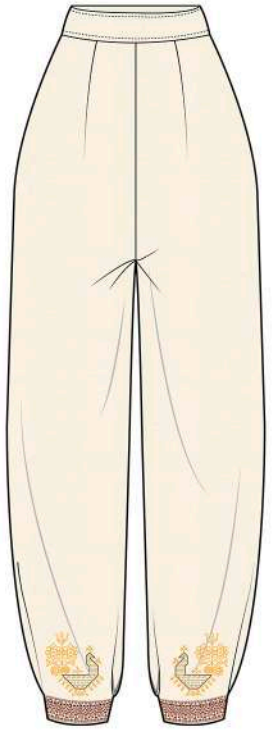
Slow, sustainable and organic techniques like **crochet, knitting and weaving** will gain popularity. There will be a subtle use of delicate hand and regional embroideries on hand-woven textiles like **khadi and linen**. Additionally, **eco-printing and block printing** with natural colours will be embraced.

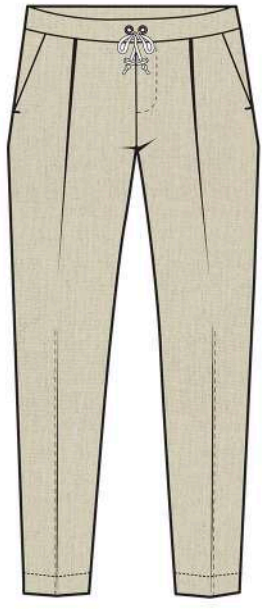
Simpler and lighter silhouettes, featuring minimal embroidery and printed textiles in earthy and subtle colour palettes, will be endured for an extended period.

Block printed drop shoulder jacket with extra weft contrast fabric

Handloom straight fit trouser

Eco printed cotton saree





From top to bottom:
Khadi kurta in Kasuti embroidery
Khadi pants in Kasuti embroidery
Pintucked drawstring trouser in Khadi

Oversized t-shirt in eco print

Self embroidered angarkha inspired shirt

1.33 Design Application Beyond Apparel

Dhairya printed home textiles

From top to bottom:
Block checkered printed jhola
Eco printed fabric wrapped footwear
Dhairya printed terracotta wall plates

MAATI MARABU

Directives for Weavers | Textiles

Utilising select images from the 'Maati Marabu' theme, here presented are a series of examples showcasing the practical application of insights derived from this book within the domain of textiles and weaving.

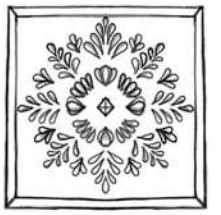
(Images 1& 4) Textiles can achieve a smocked appearance through an open, distorted weft weave, creating a hypertextured effect crucial to our narrative.

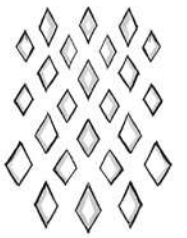
(Image 6) Explore open weave structures with handspun or slub yarns.

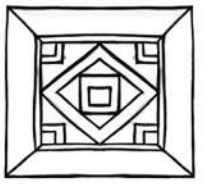
(Image 2) Delve into intricate motifs using ornate brocades, including heritage florals (jaal) and strategically placed butas on vibrant fabric with suggestive colours.

(Image 3 & 5) Incorporate elements from heritage objects, translating them into extra weft motifs. Keep the interpretation subtle and minimalistic to distinguish the added texture and colour of the motif from the fabric's base.

Suggestive Motif Design







Suggestive colors

This section illuminates a prospective range that serves as a guiding reference for decisions within the realm of colour. These can be applied in diverse permutations and combinations during the creation of textiles or crafts. Essentially, it offers recommendations on the ideal colours of dyes to complement your threads or fabric when drawing inspiration from this theme.

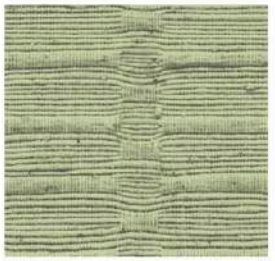
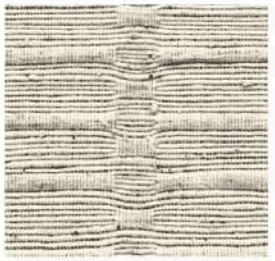
Suggestive Weave Designs

A Bhujodi weave, simplified through minimal incorporation of motifs.

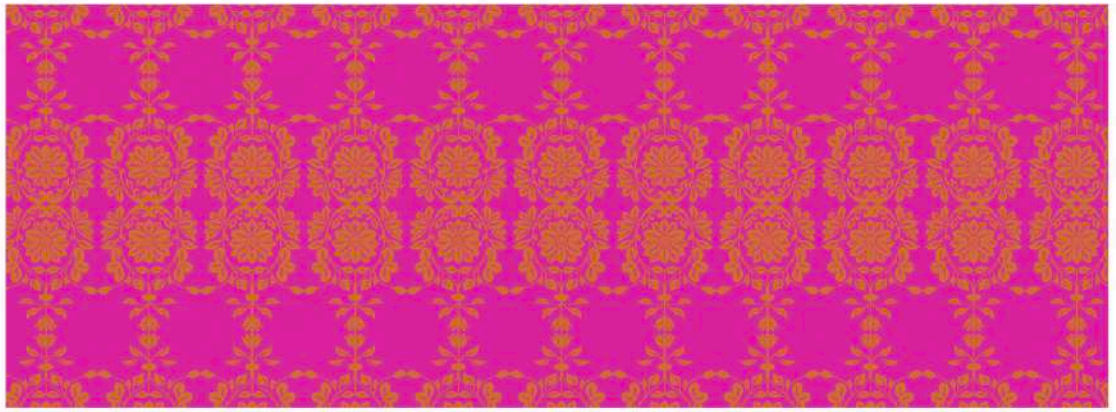
Vibrant brocade developed in suggestive colours inspired from heritage motifs

A distorted weft weave developed to add emphasis on textures and tactility.

Suggestive Colour Options :

Yardage Developed from a Suggestive Weave Design Option



Sample Product Developed

Mind to Mine
Internal Structures & Social Spaces

Mind to Mine

Internal Structures & Social Spaces

सोच को बदलो सितारे बदल जायेंगे, नजर को बदलो नजारे बदल जाएंगे।
कश्तियां बदलने की कोई जरुरत नहीं |
दिशा को बदलो तो किनारे खुद व् खुद बदल जायेंगे।

Change your perspective, and the stars will change,
Alter your gaze, and the views will rearrange, No need to change the boats on the sea,
If you shift directions, the destination may also change.

- Harivansh Rai Bachchan

Culture serves as a steadfast pillar, enduring the passage of time and accruing value with age. Paradoxically, culture too is obedient to the adage that change is the only constant.

Whilst we revere antiques and trade in aged, limited-edition products at premium prices; with the increased yearning for the culture of origin in the diaspora populace, the question looms: should we uphold antiquated systems in today's mentality or must we adapt and evolve while preserving the essence of our heritage?

A narrative very deeply rooted in conversations of space, identity and evolving ideas, 'Mind to Mine' delves into the subversion of internal, external and digital landscapes alongside the harmonious dismantling of existing structures. While space has always remained a constant, the evolving physical and mental dimensions determine our experience. The ability to take agency for our experiences, the choice to curate, eliminate and evaluate our digi-social interactions is the focus of this theme. We must navigate the terrain from where we currently exist to where we aspire to be, from how we are to who we aim to become. Movement, both physical and metaphorical, is imperative, as is the willingness to change. Relationships, a sense of belonging and the idea of community form integral components of this theme.

Pantone and hex codes are given in the color page

7

Ratri Kaala | रात्रि काला

8

Kora Safed | कोरा सफ़ेद

9

Gaadha Lavender | गाढ़ा लैवेंडर

10

Slate Grey | स्लेट ग्रे

11

Chatak Naarangi | चटक नारंगी

12

Denim Blue | डेनिम ब्लू

2.1

~~Rules~~*

Existing structures and definitions are being revisited to see if they withstand the currents of the changing tides. Gender roles are getting blurred and with a gravitation toward the soft femme aesthetic.

Formal wear 20-40

2.2

Min––us Plus

An authenticity filter, Min--us Plus reconciles the chasms between our online and offline worlds with a desire to declutter our digi-social lives. It focuses on the individual need for selective existence, rewire of the digital culture, empowering us to make choices that are aligned with our core values and start afresh.

Modern Urban wear 30-50

2.3

कौम–unity*

The definition of family transcends biology and extends into the realm of shared values. There is a growing desire to nurture a community that fosters a sense of belonging in an external space, where safety, recognition, and empowerment are paramount. The focus of 'कौम-unity' lies in the pursuit of that 'tribe' and celebrating it.

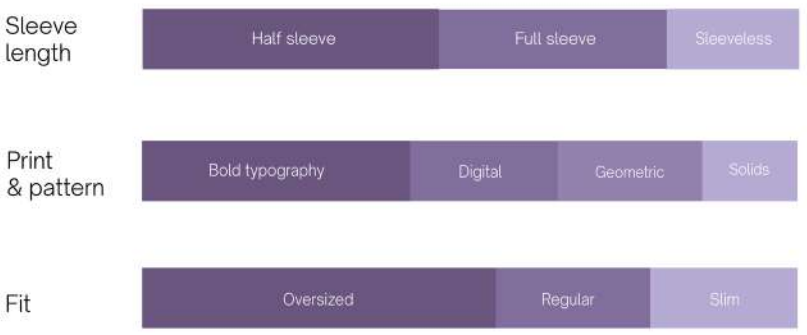
Streetwear 18-30

*कौम - 'Group of people' in Hindi , कौम–unity – pronounced as 'community' * ~~Rules~~ – read as 'no rules'

Deep Vision Insights - *Mind to Mine*

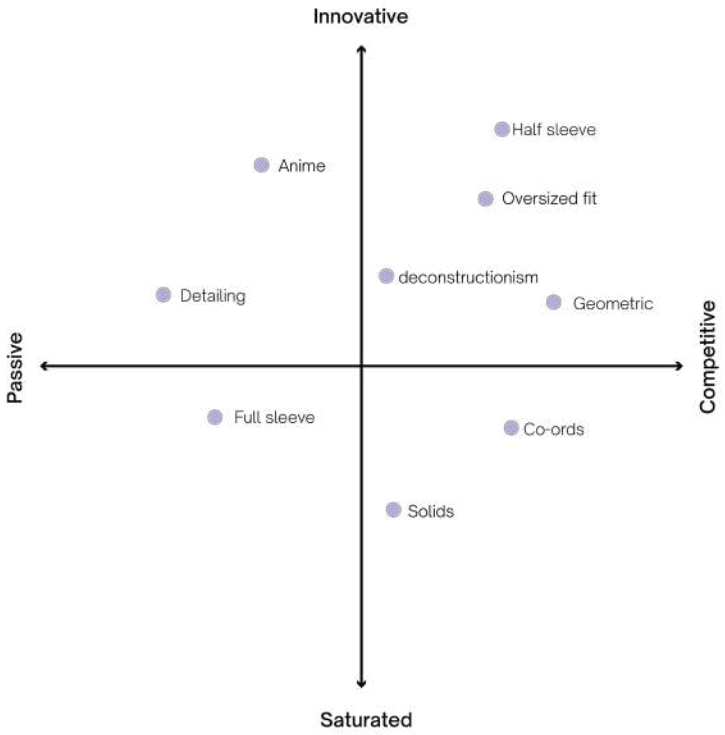
800+ Trained Trendspotters have gathered **70,000 images** from across India. The data has been further analysed by our in house **AI Deep Vision model** which provides us quantitative data about various signals spotted. These insights are further developed and are produced as industry-ready reports and directions.

Statistics To Refer

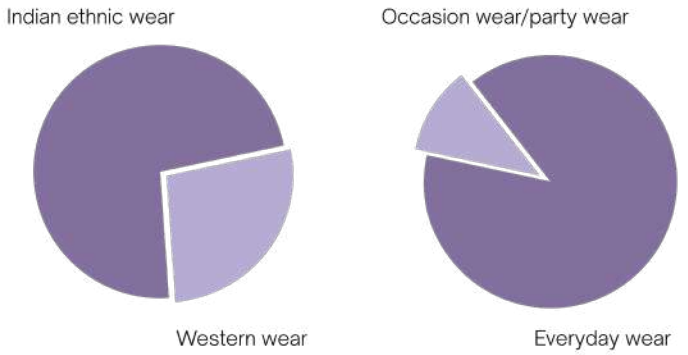


Consumer Sentiments

Key Design Directions

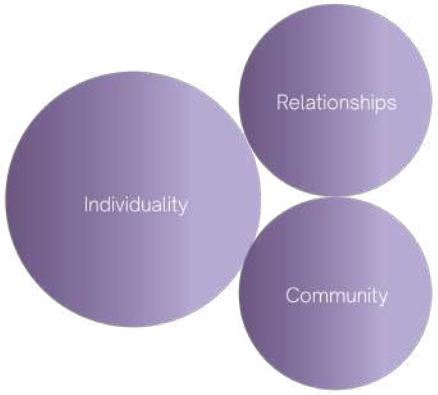


Overview

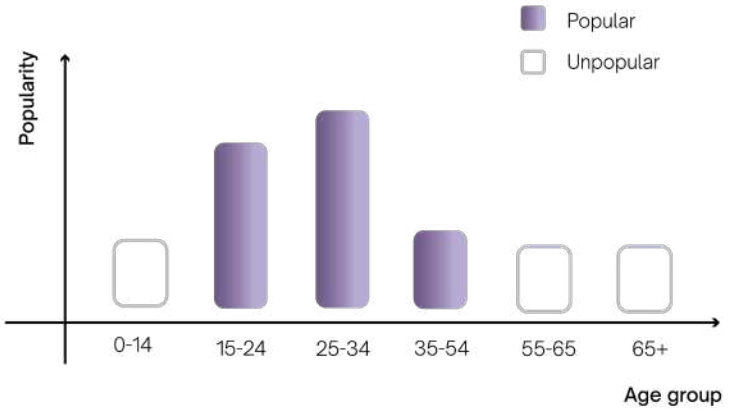


Preference Index

Popular Key Words



Popularity Index

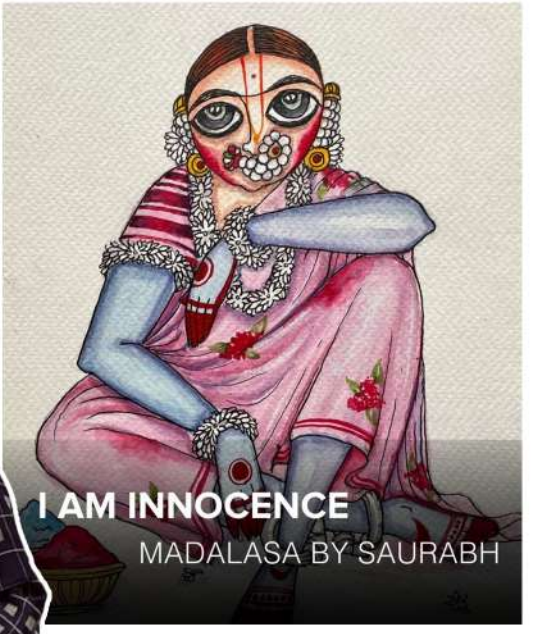


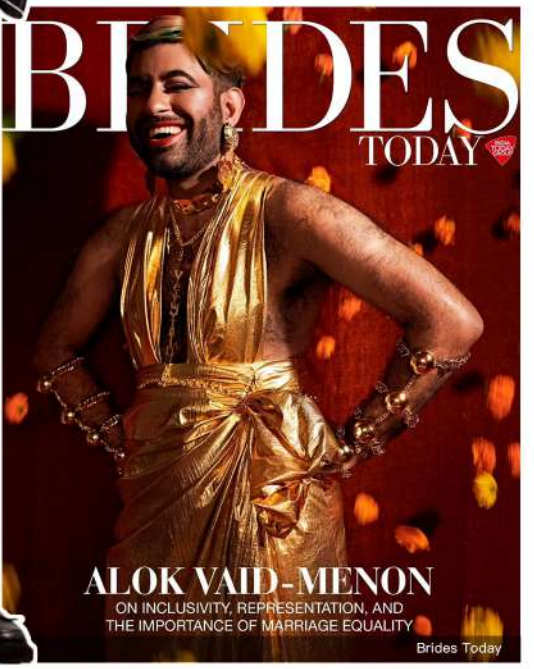
2.1

~~Rules~~

Internal Rewiring, Rethinking, Soft, Approachable, Masculine/Aggressively Femme, Gender-free, Unlearning

A collective movement towards embracing femme is witnessed through the emphasis on emotion, empathy and nurturing values. In terms of design directions it translates to gender free and fluid clothing with soft and approachable details. Silhouettes are tailored but not structured. The stereotypical pink/blue dichotomy is abandoned as ~~Rules~~ indulges in universality and versatility with tonal elegance, simplistic statements. OG patterns such as stripes, polka dots or checks are back in circulation.





2.11

Through VisioNxt Eyes

Swaati Lakshmi Prasad

Ambika Sharma

Nandini Bharija

Akanksha Yadav

Shravani Bharad

Nandini Bharija

Swadha Chaturvedi

Ishwari

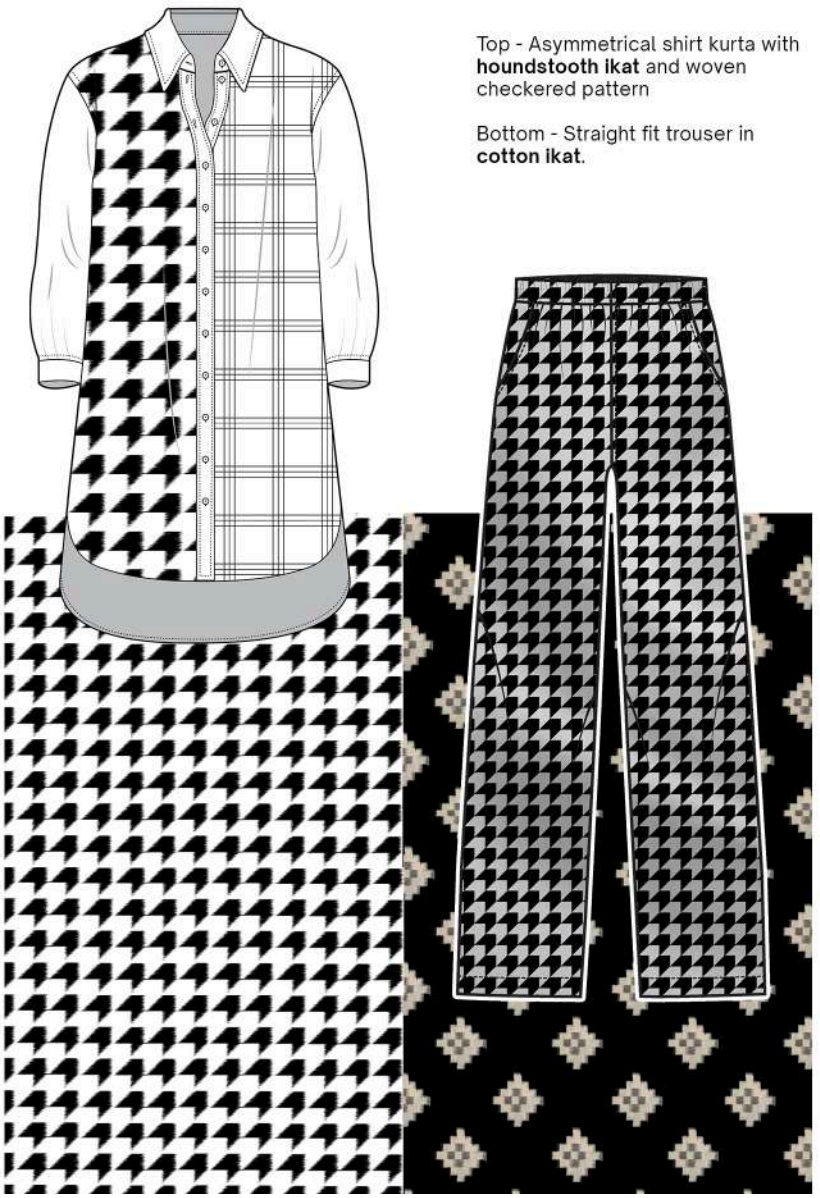
2.12

Design Directions

Statement saree with polka dot print

Opt for **black and white, negative-positive space geometric pattern** and visual that will command a balanced and harmonious visual effect. Invest in patterns that will convey a sense of balance, unity, and the interconnectedness of contrasting elements, much like the philosophical concept of yin and yang. The **woven textile, such as ikat**, fits very well here.

Embrace future gender-neutral silhouette designs featuring **relaxed fits, minimalistic cuts**, and a deliberate lack of overtly gendered details. Choose clothing options that break away from traditional gender norms, offering comfort and style without conforming to stereotypically male or female styles.



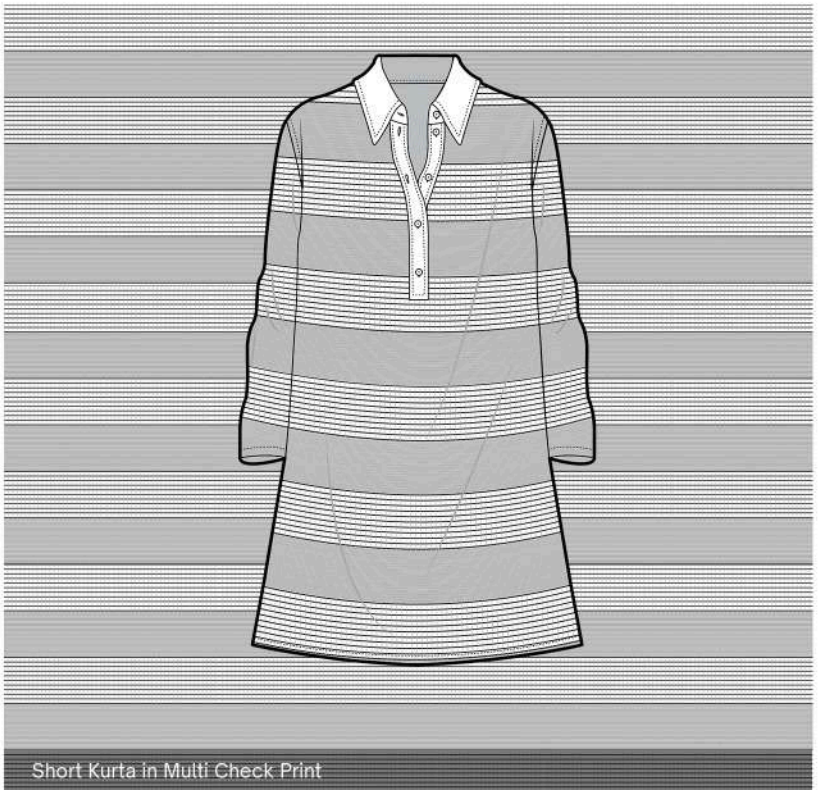
Top - Asymmetrical shirt kurta with **houndstooth ikat** and woven checkered pattern

Bottom - Straight fit trouser in **cotton ikat**.

Unisex tanktops in Check and polka

Jacket with Checkered sleeves in colorblocked details

Asymmetric opening Georgette/Crepe unisex evening shirt



Short Kurta in Multi Check Print

2.13 Design Application Beyond Apparel

Checks & polka printed personal care product packaging

Polka dots unisex socks

Polka & ~~Rules~~ printed kitchen apron

Polka & check pattern engraved unisex hard luggage

Min——us Plus

Digital Declutter, Cyber Space, Privacy Paradox, Dual Lives

Minu--s plus presents a utilitarian narrative with elevated basics. The idea is to invest in what's required and let go of the rest. It is clean and essentially formal, also experimenting with construction or tailoring details such as need-based detachable elements, or hidden pockets. As this story stems from the deconstruction of cyber spaces, it is also leaning towards a digital aesthetic, expressed as muted metallic highlights and scannable QR code prints.

The Label Jenn

Karrtik D

Open magazine

Biskit

Biskit

Nor Black Nor White

Rohit Gandhi Rahul Khanna

2.21

Through VisioNxt Eyes

2.22

Design Directions

Explore crisp and well-defined silhouettes, heightened by detachable utility elements for a versatile and functional approach. Tailor your look to individual needs, whether it's **detachable lengths, pockets, sleeves** or an **adjustable waist**. Embrace dynamic and customizable style.

Stiffer fabrics and self-patterned woven textiles will take the spotlight, chosen for their superior ability to enhance structured and crisp clothing construction. The future focus on rigidity in textiles will ensure that garments maintain a **well-defined and tailored appearance**.

Tailored dress with adjustable waist and detachable flare

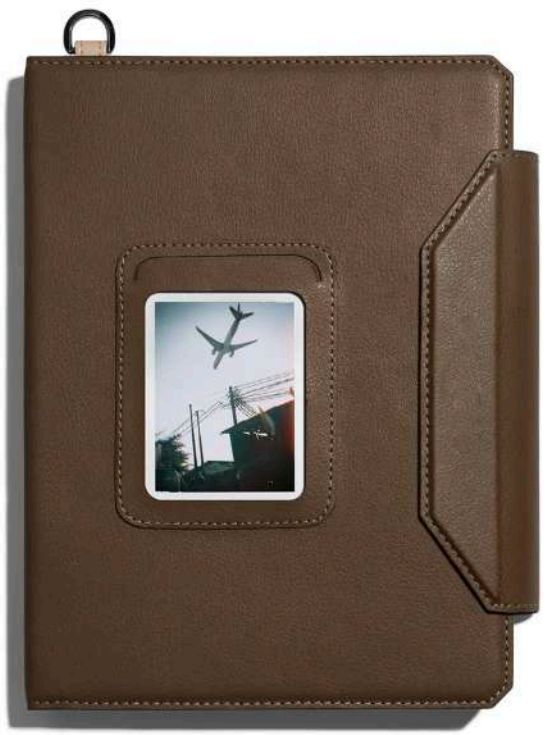
From left to right:
Asymmetric coat with concealed details and detachable panel
V-neck tailored kurta with detachable sleeves and hidden pocket details
Pajama Pants with an adjustable waistband and detachable panel

2.23 Design Application Beyond Apparel

Concealed detailed laptop bag made from vegan leather by Daily Objects

Earpods case from vegan leather with minimal detailing by Daily Objects

Solid clean detailed thermos flask by Daily Objects



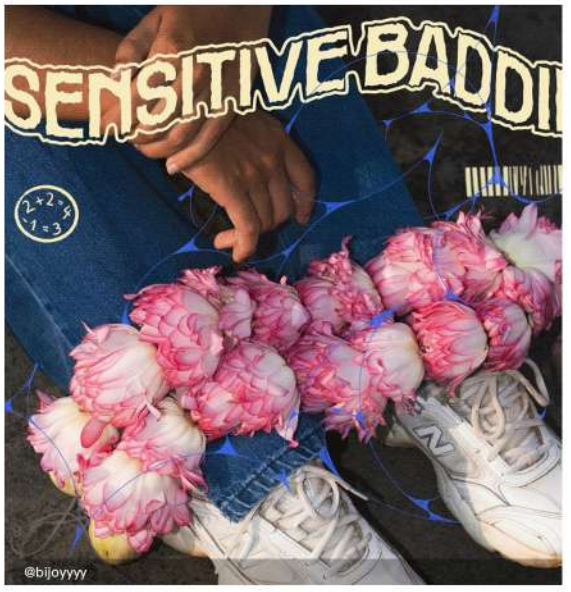
Minimal detailed corporate diary made from vegan leather by Daily Objects

2.3

कौम–unity

Tribe, Belongingness, Community, Cross Cultural

Shared characteristics, attitudes, interests, and beliefs unite people within a community. 'कौम-unity' is a place where we can peacefully belong and feel at ease. Distinctive conversation starters in the form of merchandise that conveys specific thoughts, typography, visuals, or prints serve as the stepping stones to strengthen connections. Both pop culture and niche interests will find their place in this narrative, featuring an anti-fit aesthetic and a striking colour palette.



2.31

Through VisioNxt Eyes

Navroop Singh

Siddhi Dharmadhikari

Siddhi Dharmadhikari

Lichchavi Ray Chaudhuri

Aastha Shah

Design Directions

Oversized tee with K POP Universe print inspired from BTS artwork

Print and patterns inspired and influenced by communities formed around common interests such as military, music cultures, comics etc will be in focus. Textiles like **denim and leather** will also be explored.

The silhouette direction will focus on **chunky, utility-driven details** with oversized, giant pockets, and baggy silhouettes. This focus aims for **functionality and a relaxed aesthetic**, offering a **casual, laid-back style**.

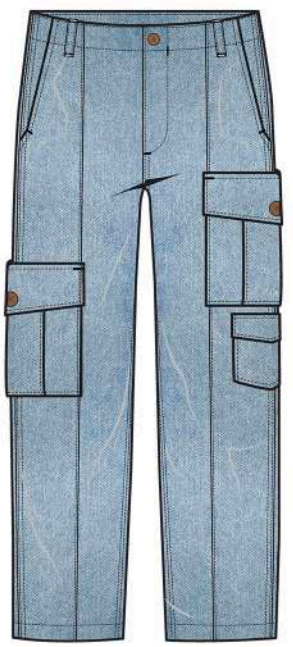
Shirt kurta in khaki with camouflage print details.
Orange camouflage print inspired by Urban Monkey.

Leather co-ord set with big square pockets

Wow community short pathani kurta

Trouser with big patch pockets and wow kaummunity print

Denim cargo pants



2.33 Design Application Beyond Apparel

Badge cap & mobile case in orange camouflage print inspired by Urban Monkey.

Kaumunity printed fanny packs

Born to Ride biker helmets

K POP Universe backpack inspired from BTS artwork

Mind to Mine

Directives for Weavers | Textiles

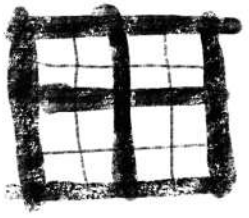
Utilising select images from the 'Mind to Mine' theme, here presented are a series of examples showcasing the practical application of insights derived from this book within the domain of textiles and weaving. Fabrics in this theme vary from medium to heavy weight, a crucial consideration for weave development.

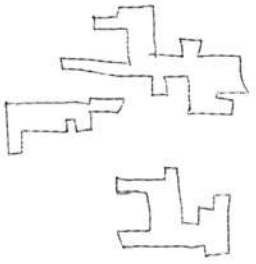
(Images 1, 2 & 3) Checks, stripes and plaids can be explored as geometry and linearity are distinct visual elements.

(Image 4) In terms of weaves different types of twills, as well as chevrons would be apt.

(Image 5 & 6) A colourful camouflage camouflage and an innovative composition of squares can be achieved through dobby and jacquard weaves.

Suggestive Motif Design

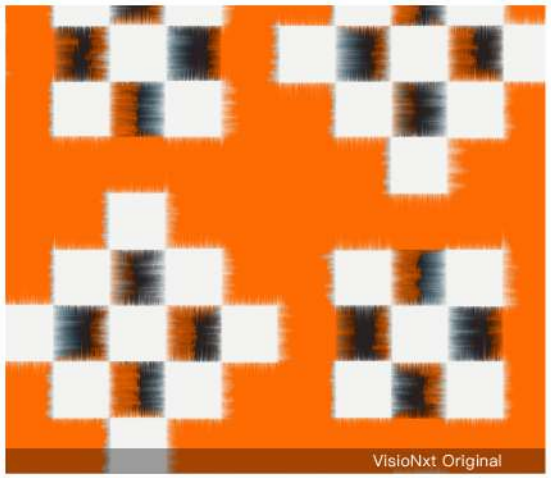




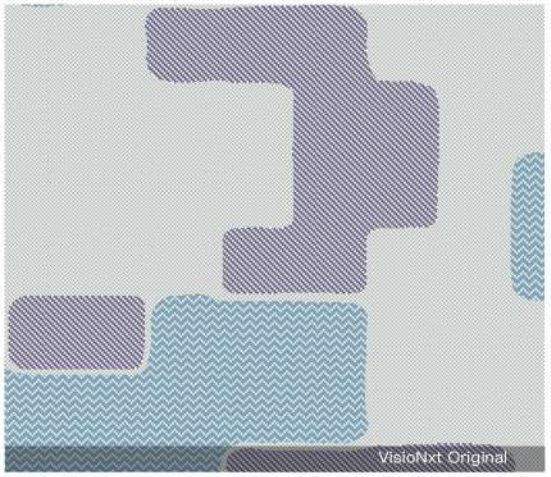
Suggestive colors

This section illuminates a prospective range that serves as a guiding reference for decisions within the realm of colour. These can be applied in diverse permutations and combinations during the creation of textiles or crafts. Essentially, it offers recommendations on the ideal colours of dyes to complement your threads or fabric when drawing inspiration from this theme.

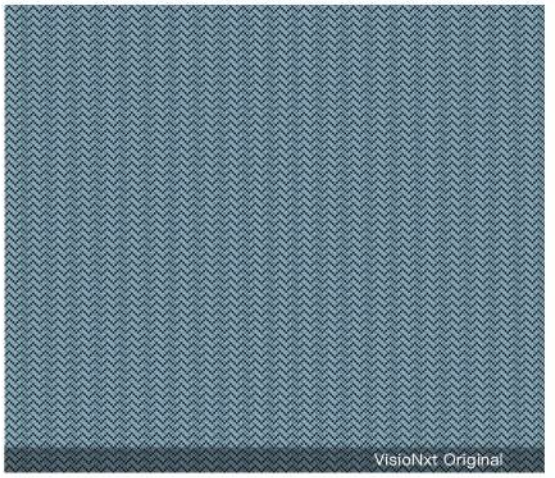
Suggestive Weave Designs



Double Ikat Checks developed in the suggestive colours.



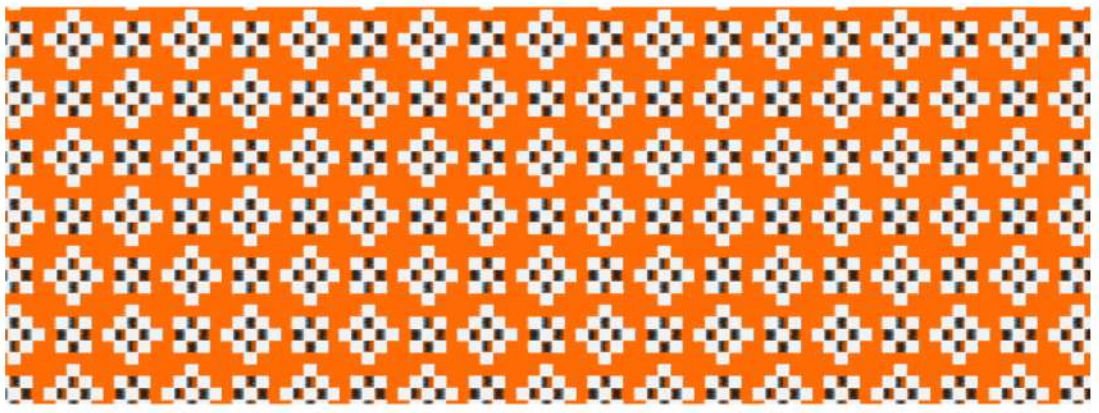
A futuristic three coloured pixelated camouflage pattern to be potentially developed on the jacquard loom.



A twill chevron, that can be explored in cotton, wool and silk alike.

Suggestive Colour Options :

Yardage Developed from a Suggestive Weave Design Option



Sample Product Developed

Dear Dark
A Wave Of Agreeable Dissonance

Dear Dark

A wave of agreeable dissonance

"In the last light of a long day, I sit on a chair on my porch and watch the sky drain colours down and out and I realise I want to hear my voice and only mine. Not the voice of my voice within a cacophony of old pains. Just mine, now." - Jebby Slate, Little Weirds

Google defines darkness as the absence of light, a place where scant illumination exists. Such definitions draw clear lines of distinctions of positivity and negativity. However, despite the connotations that we ascribe to darkness it is just as vital as its counterpart. Light, too, has meaning only in context to darkness.

In its shroud, we may lose sight but gain 'insight' into the unknown and undiscovered. While it is very easy to be lost in the literalness of the dichotomy, the implication of this story is a psychological one. To deny darkness is to deny half of oneself. We can never completely mature unless we accept parts of ourselves that we sweep under the rug or keep in hiding. In confronting what lurks in the shadows of our inner lives and integrating it with our being, we actualize into dynamic individuals.

'Dear Dark' is a narrative centred around acceptance of the complete self. It is an unabashed and naked embrace of our soft underbellies. It is a protagonistic, in that it materialises a chaotic journey into our inner world into a confrontation that shapes one's unique voice. It is a call for authenticity. The parts that we are embarrassed about, the parts that we don't show as often, the emotions that we don't express are unearthed from darkness.

Pantone and hex codes are given in the color page

13

Khufiya Kaala | खुफ़िया काला

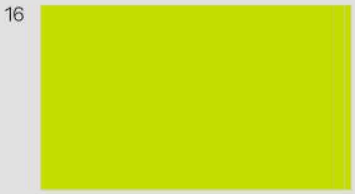
14

Laal Gulaab | लाल गुलाब

15

Khatta Peela | खट्टा पीला

16



Khatta Hara | खट्टा हरा

17

Pinky Peach | पिंकी पीच

18

Matmaela Safed | मटमैला सफ़ेद

3.1

Art-I-vism

A hunger to stand out, Art-I-vism is about activism for “I”,i.e., the self, through channelling inner chaos through the funnel of art. A menacing, yet creative and intellectual expression, it is a visual rebellion rooted in an anti-design philosophy.

Urban Street 20-32

The Label Jenn

3.2

NEO-NAQAAB

This narrative is about carefree protagonism, entrenched in self awareness and a “deal with it” attitude. Focusing on a conspicuous representation of expression, Neo-Naqaab is an atypical facade, with bright exaggeration shrouding the underlying dark element.

Urban modern 18-28

The Polite Society

3.3

BARE-D

Stripping and baring oneself as is. Unwrapping and letting go of layers. The Bare-D raw story. It focuses on being comfortable in our own skin and what it is to be truly naked when we’re emotionally vulnerable.

Ocassion wear 18-32

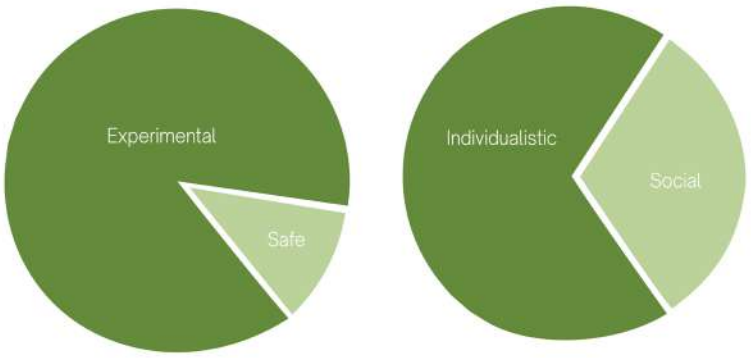
In no sence

Deep Vision Insights - *Dear Dark*

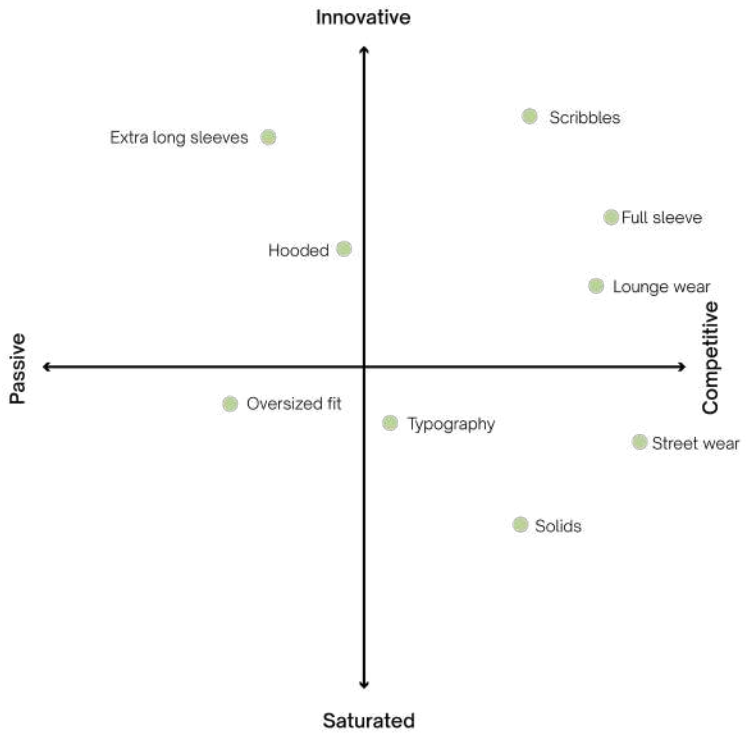
800+ Trained Trendspotters have gathered **70,000 images** from across India. The data has been further analysed by our in house **AI Deep Vision model** which provides us quantitative data about various signals spotted. These insights are further developed and are produced as industry-ready reports and directions.

Statistics To Refer

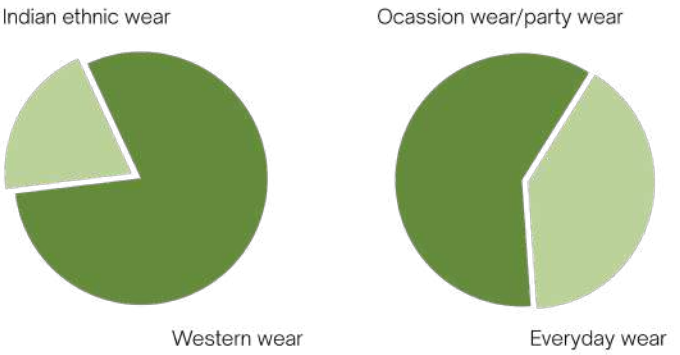
Consumer Sentiments



Key Design Directions

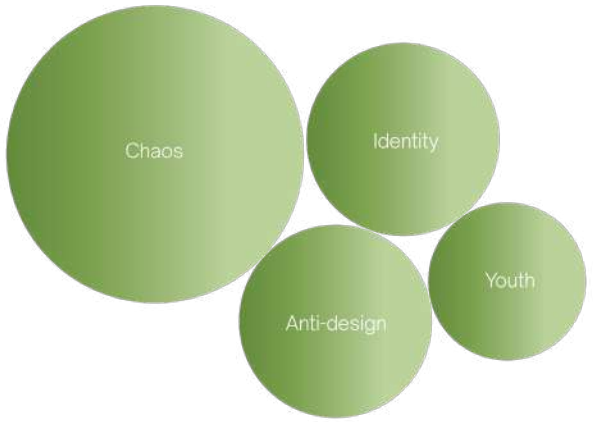


Overview

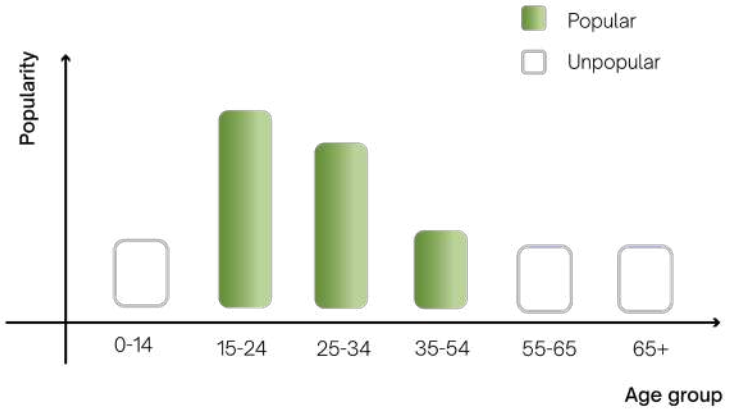


Preference Index

Popular Key Words



Popularity Index



3.1

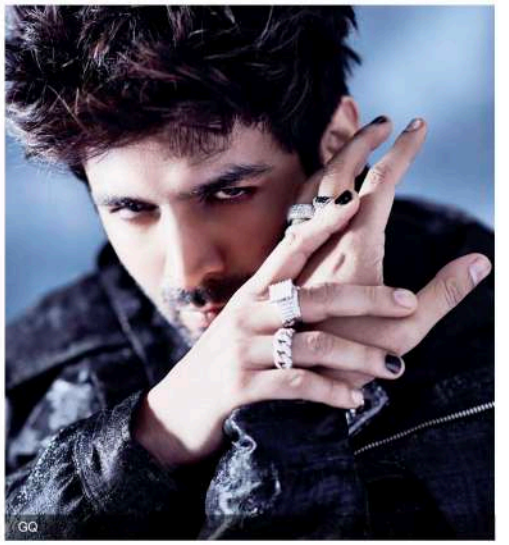
Art-I-vism

Art, Self, Activism, Dark, Chaos, Menace, Intellectual Protagonism, Scribbles

A rebellion doesn't make sense to the spectator during its inception. It is a process that culminates in hindsight. 'Art-I-vism', a story, as well as a process, is amorphous and yet assertive, with a visually dark and sharp contrast. It manifests as scribbles, thick strokes, or spilled ink. Unfinished, rough edges, as well as aboriginal motifs signifying nascent, emerging philosophies could also be expected, representing the mood in question.

Deepak S Chhabra

Akok


GQ

Very Indian People

Bhavya Ramesh Jewellery

PRXKHXR

3.11

Through VisioNxt Eyes

Jyoti Devendra Singh

Ambika Sharma

Ambika Sharma

Muskan Sanjay Gupta

Kevin Varghese

Kenisha Choradiya

3.12

Design Directions

Brushed velvet coat with satin rose printed lining and twill velvet flat front trouser with contrast lining

Prints and patterns will carry an undertone of dark self-expression, featuring chaotic visuals such as **scribble art**, **aboriginal art motifs**, **spilt ink** abstractions, and street graffiti. An unconventional mixture of raw creativity and individualism will add an edgy and expressive dimension.

Silhouettes will feature a mix of trendy and timeless pieces, crafting a look that will effortlessly transition from city streets to more polished settings in the future paving into **chic street style**.

From top to bottom:
Straight fit tailored trouser in thick marker stroke
Cropped hoodie in scribble print
Oversized jacket in thick marker stroke print

Graffiti printed full sleeve t-shirt

Scribble printed men's trouser
scribble printed half sleeve round t-Shirt

Saree with roses and thorns pattern

Art-I-vsim printed home textiles

Metal studded cat shaped eyewear by Bhavya Ramesh Jewelry

Scribble printed hard luggage

Moth shaped ring by Bhavya Ramesh Jewelry

Rose scribble printed ipad cover

NEO-NAQAAB

Bright Darks, Clown Core, Absurd , Maximalistic Facade, Exaggeration, Vivid

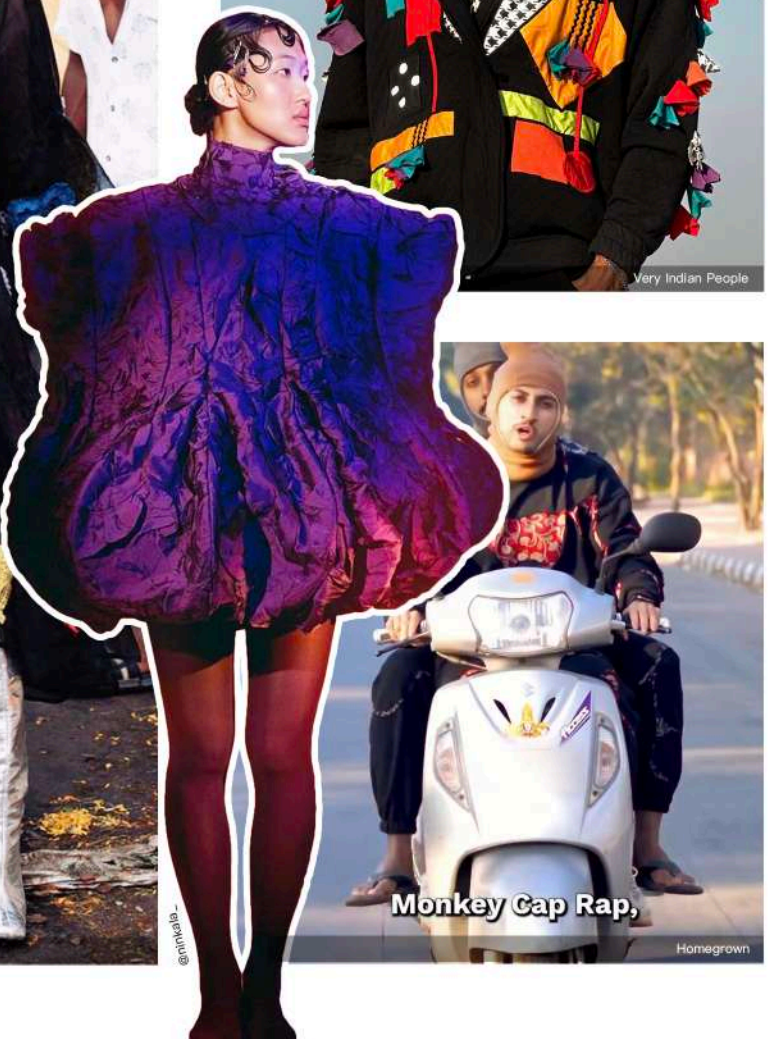
Shifting focus from the individual by distraction instead of mystique is fundamentally what 'Neo-Naqaab' seeks to achieve for the generation of today. Hyperbole is a consistent ingredient in the story, manifesting itself in the form of puffed up details, hyper textures, extended - out of proportion elements to the point of being brazenly attention grabbing and noticeably peculiar. Colour palette is expected to be so bright as to blind one with an indisputable glee.

Naasi Empire

Nor Black Nor White

Very Indian People

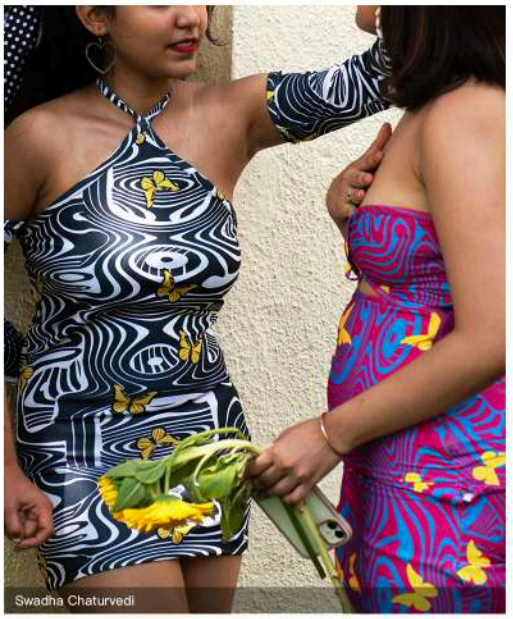
Ferro



Homegrown

3.21

Through VisioNxt Eyes


Swadha Chaturvedi

Jyoti S

Shravani Bharad

Shravani Bharad

Aarya Gupta

Manisha Chanchal

Design Directions

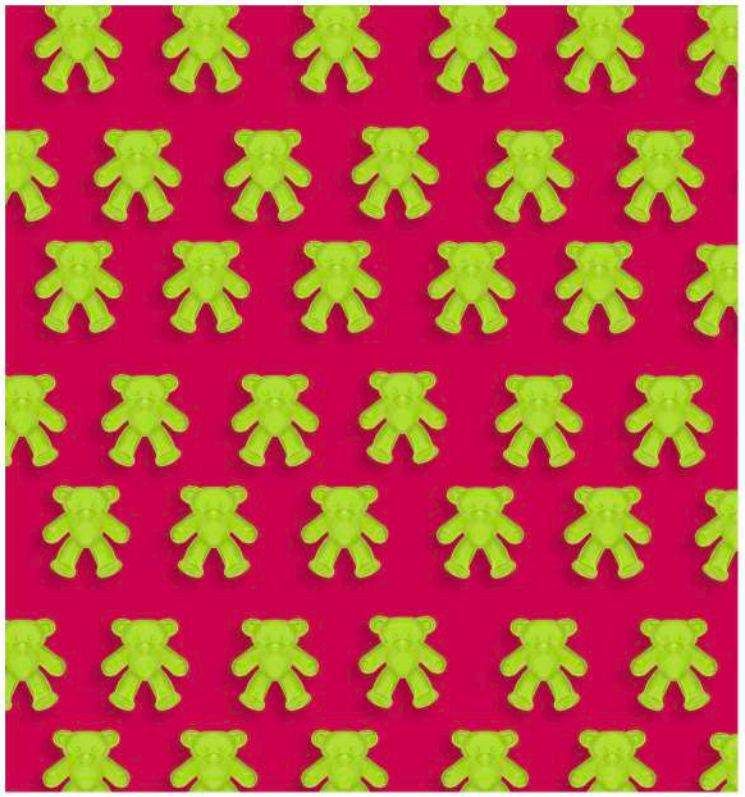
Broken flower printed anti-fit asymmetrical collar shirt inspired by Sabyasachi

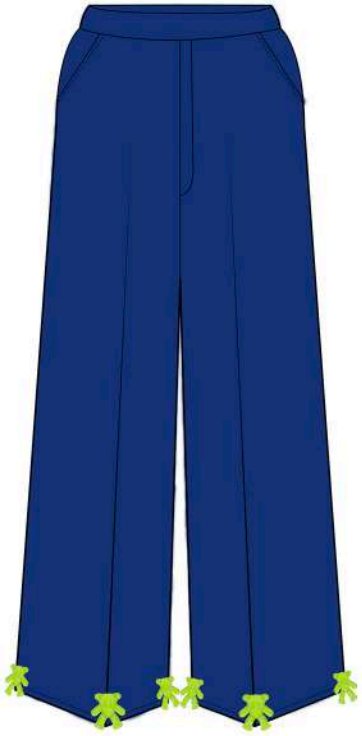
High ‘n’ low men’s tailored coat in stripe + broken flower print inspired by Sabyasachi

Explore whimsical and absurd prints and patterns that will effortlessly capture attention, acting as vibrant facades with bold darks, bright contrasts, and lively colour blocking. **Playful and kiddish** details, such as **peeled banana prints** and **3D teddy bears**, will contribute to a style often referred to as ‘**Kid-alt**’, infusing a youthful spirit in the future.

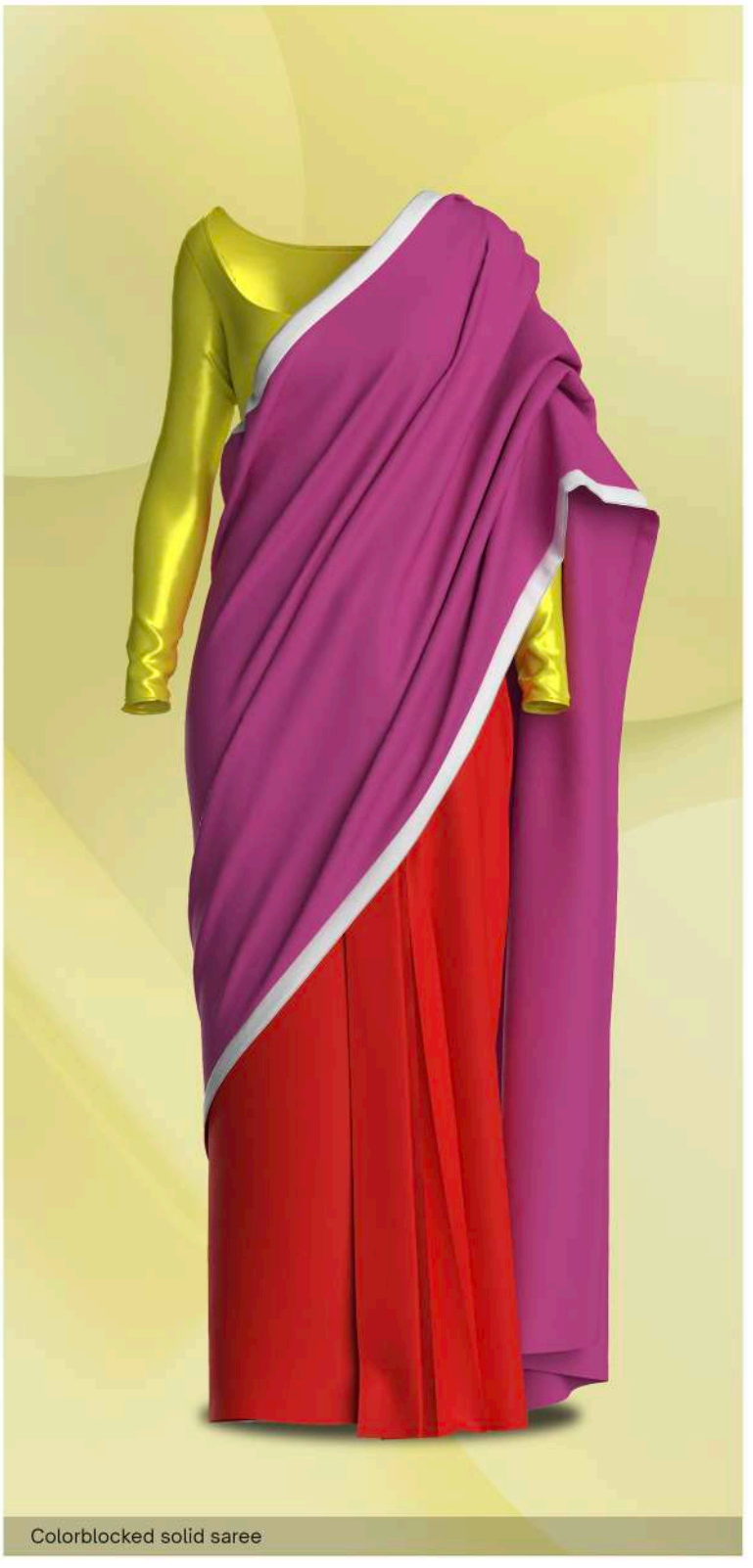
The silhouette direction will take on **unconventional cuts**, embracing added volume, alterations in length, and intricate details like structured and shaped sleeves. Explore small construction nuances such as elongated collar points, relocated collar openings, and 3D elements at the hem in the future.

From top to bottom:
Extended length trousers with peeled banana print
Exaggerated collared shirt with color blocking details
Oversized bomber jacket in banana tartan plaid check





From top to bottom:
-Teddy motif inspired by Shutiq official wide leg mid calf trouser with 3D teddy trim detail
-striped polka front pleated knee length shorts



Colorblocked solid saree

3.23 Design Application Beyond Apparel

Banana printed mobile case made from recycled plastic

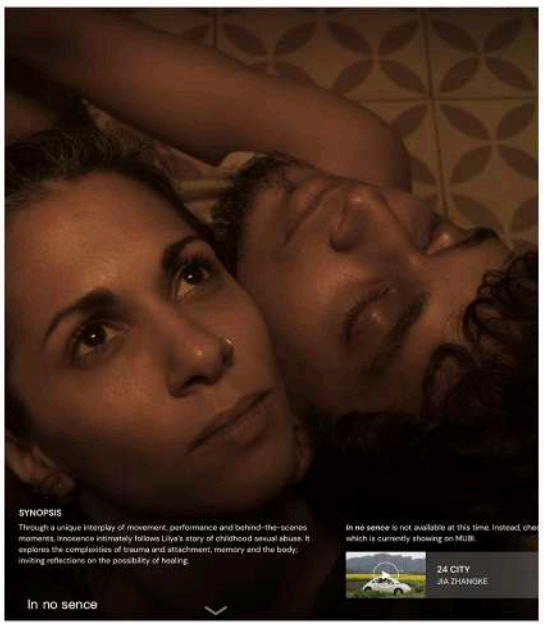
Distorted floral printed tie inspired by Sabyasachi

Teddy banana embossed bagpack

BARE-D

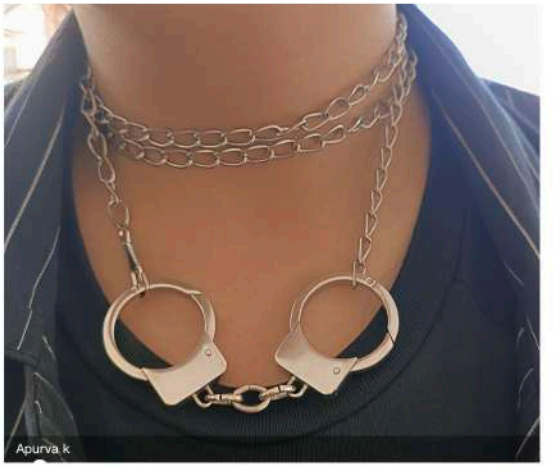
Dark, Raw, Vulnerable, Real, Unwrapping/Unlayering

'Bare-D' as the name suggests, is about baring oneself to the world and letting it see us as we are. It isn't so much about revealing as much as it is about not feeling the need to be obscure. In the language of design, it translates to elevated wearables in sheer, translucent fabrics such as handloom tissue, or organza, paired with mesh or delicate laces. At the same time, the story also focuses on second-skin like textures and skimpy silhouettes.



Chippa Akshata

Ambika Sharma


Apurva k

Priyanka Agarwaal

Jyoti Devendra Singh

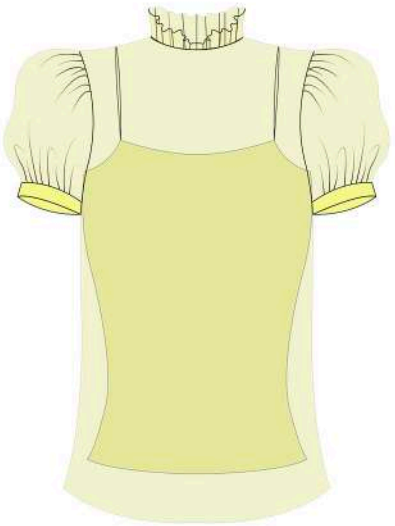
Shravani Bharad

Design Directions

Left - Translucent slip dress inspired by Akaro Right - Translucent drop shoulder hoodie jacket with oversized pockets

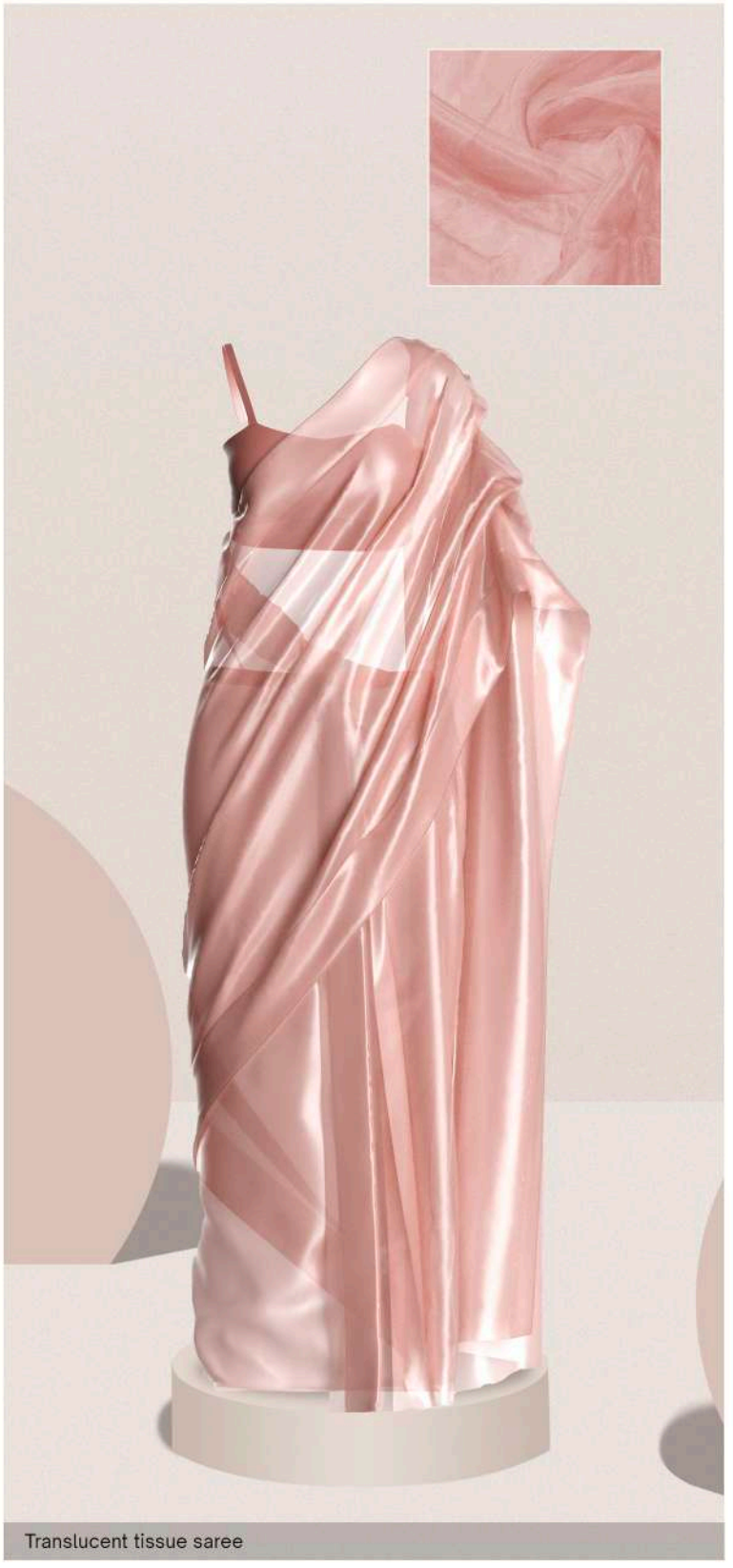
Sheer translucent fabrics such as **handloom tissue, organza** or any other material providing **translucency with a hint of sheen** will be in the spotlight for a luxe appeal, accompanied by **nude pink specifically** and a softer colour palette.

The silhouette direction will focus on layering **translucent fabrics** to reveal, rather than conceal the body structure. Details like translucent layering over a body-hugging silhouette. **Deeper necklines, bodycon silhouettes** etc. will be kept in focus.



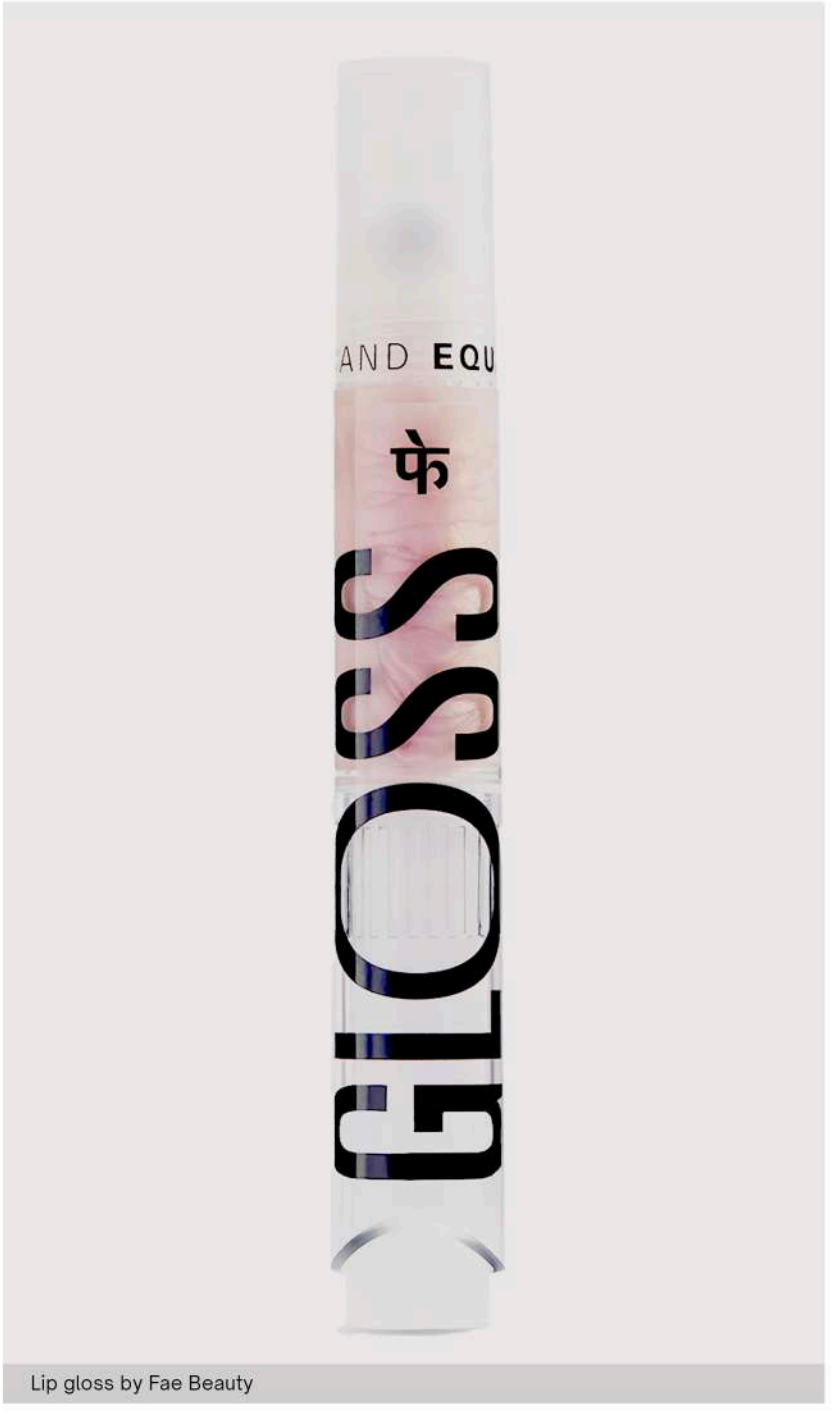
Translucent top in organza with body hugging slip inspired by Heena Agrima

Translucent panelled full sleeved shirt



Translucent tissue saree

Translucent framed sunglasses by Voyage Eyewear



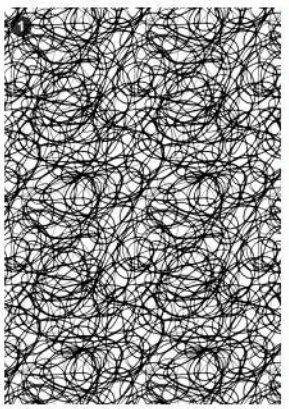
Lip gloss by Fae Beauty

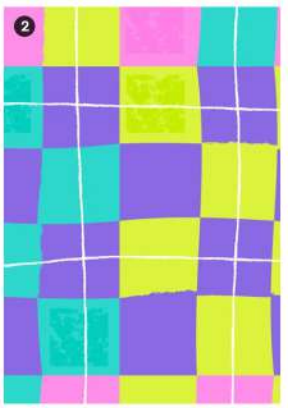
Clutch bag by Campus Sutra

Dear Dark

Directives for Weavers | Textiles

Utilising select images from the 'Dear Dark' theme, here presented are a series of examples showcasing the practical application of insights derived from this book within the domain of textiles and weaving.





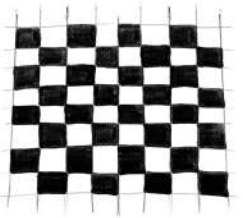
(Images 3 & 6) Translucent, delicate, and softly sheened—these qualities can be depicted through the selection of finer threads and subtly open weave structures.

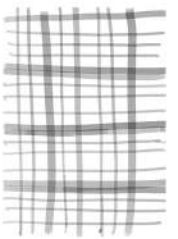
(Image 2) Explore an array of vibrant colours and bold, linear geometric patterns featuring checks and plaid weaves.

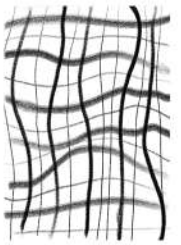
(Images 1 & 4) Scribbly, energetic lines and lines of varying thickness are prominent. You can create this effect in your design by using similar lines, playing with dyeing techniques, creating an abstract pattern with an 'extra weft', using a distorted weave, or switching between thin and thick threads.

(Image 5) This example displays elements from nature using unconventional colours with a distorted, abstract style of motifs.

Suggestive Motif Design







Suggestive colors

This section illuminates a prospective range that serves as a guiding reference for decisions within the realm of colour. These can be applied in diverse permutations and combinations during the creation of textiles or crafts. Essentially, it offers recommendations on the ideal colours of dyes to complement your threads or fabric when drawing inspiration from this theme.

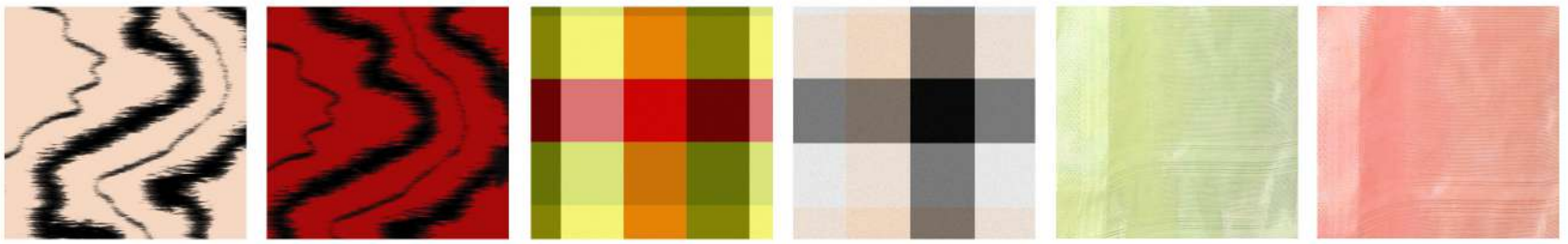
Suggestive Weave Designs

A Pochampally Ikat weave developed with energetic thick and thin lines as its inspiration.

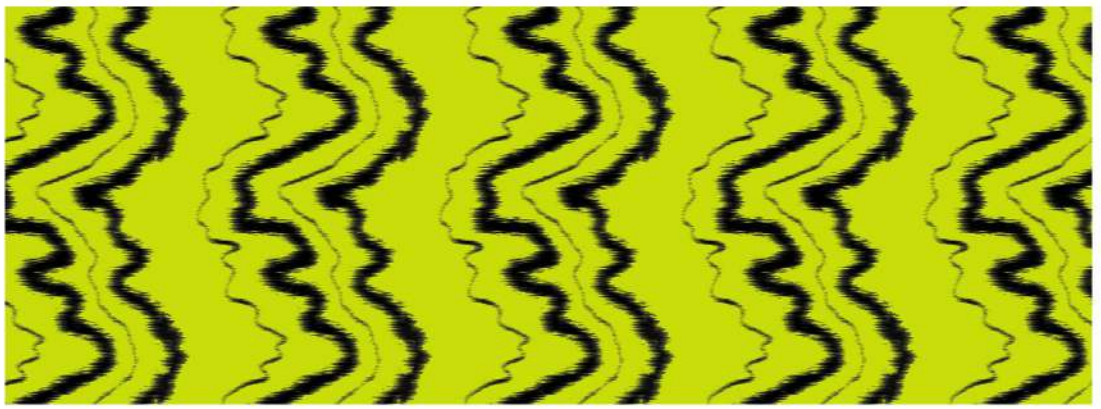
Vibrant Madras Checks developed with the suggestive colours of 'Dear Dark'.

Maheshwari weaves are developed with the suggestive colours of 'Dear Dark'. To make them more transparent, we can develop an open construction by using fewer threads in each dent with finer threads for the weft.

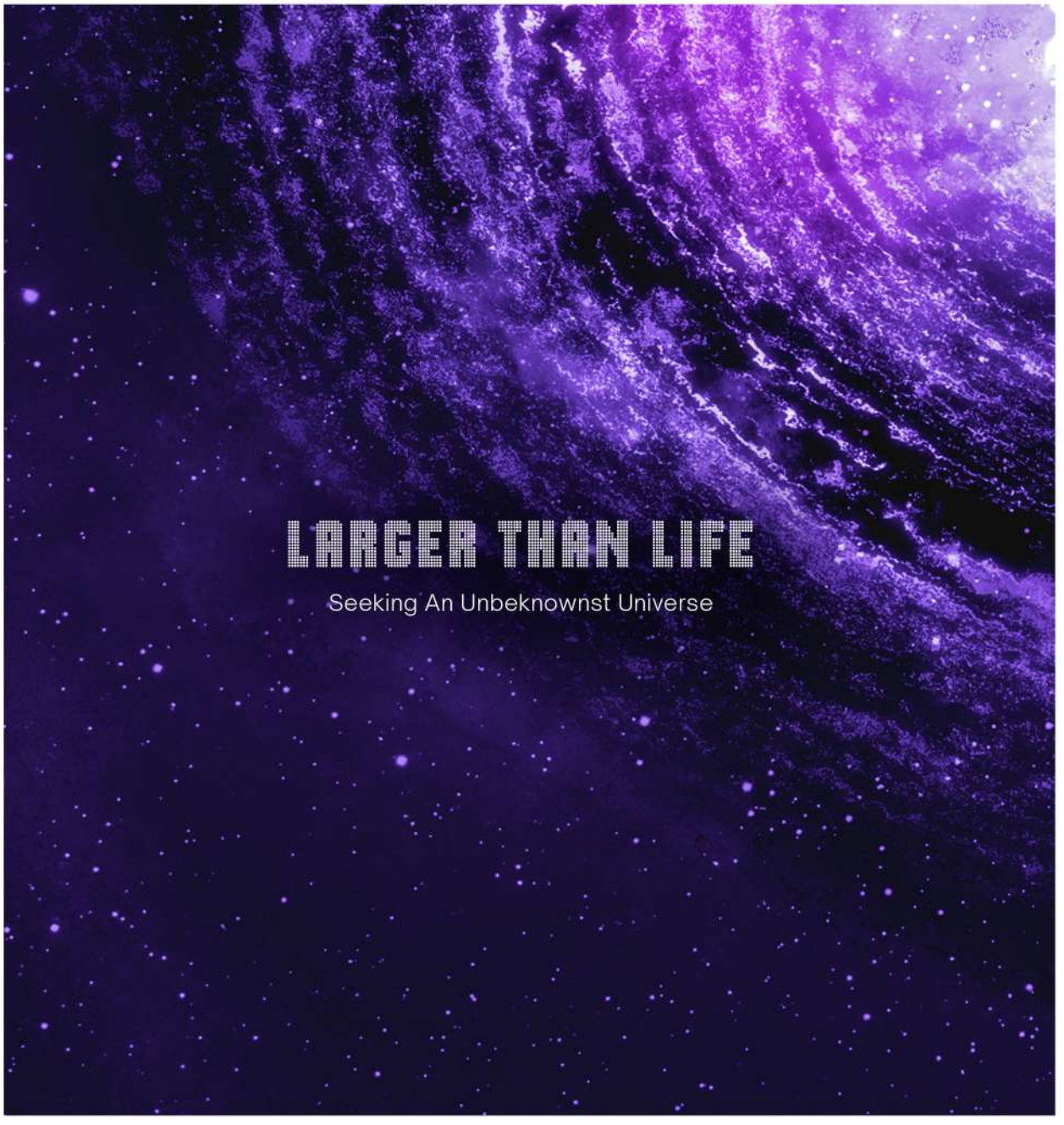
Suggestive Colour Options :



Yardage Developed from a Suggestive Weave Design Option



Sample Product Developed


LARGER THAN LIFE
Seeking An Unbeknownst Universe

LARGER THAN LIFE

Seeking An Unbeknownst Universe

Homo sapiens were blessed with cognitive abilities that enabled us to transcend our baser tendencies to create civilizations, technology, and culture, drastically transforming the quality of life. Self-awareness and introspection, has led to the development of philosophy, ethics, and the ability to contemplate abstract concepts.

Transcending the realm of everyday experience and comprehension, embracing faith in elusive external forces, trusting our instincts, and being finely attuned to the subtle cues of nature, 'Larger than Life' exemplifies the concept of believing in oneself, in the vast cosmos, and in the untapped potential of humanity. It embodies the yearning to delve into a world beyond human, where we discover our existence straddling the spheres of the tangible and the transcendental, physically somewhere yet mentally elsewhere, neither here nor there.

While transhumanist elements emphasise advanced science and digital technology in this context, it's the cultural and philosophical ideals stemming from posthumanism that lie at its heart. This discourse invites us to revisit our shamanistic initiations, to surpass human limitations, and challenges conventional notions of identity. It prompts us to question the centrality of the human experience, acknowledging the profound influence of machines and the environment in shaping our destiny.

Here, we explore sensory, intuitive, celestial facets, as well as the forces of gravity, energy, time-travel, and futuristic elements, endeavouring to understand the universe through a balanced and enlightened perspective. In this journey we dissolve into a state of absolute immersion in our true inner powers- curiosity and faith.

Pantone and hex codes are given in the color page

19

Taaza Neel | ताज़ा नील

20

Jungli Hara | जंगली हरा

21

Amla | आँवला

22

Daalcheeni | दालचीनी

23

Space Purple | स्पेस पर्पल

24

Galaxy Blue | गैलिक्सी ब्लू

4.1

SENSCAPE

Experiencing a state of total immersion in the wonders of nature, ‘Senscape’ is a multisensorial dive into the experiences of the world, invoking sight, sound, smell, taste, and touch, with a focus on the wilderness and marine expansiveness.

Resort Wear 25-45

4.2

Mann Mandal*

Having faith in the omnipresent energy around and listening to the voice within has become imperative to restore balance and symmetry in our tumultuous selves. ‘Mann Mandal’ focuses on intuition to restore belief in the cosmos.

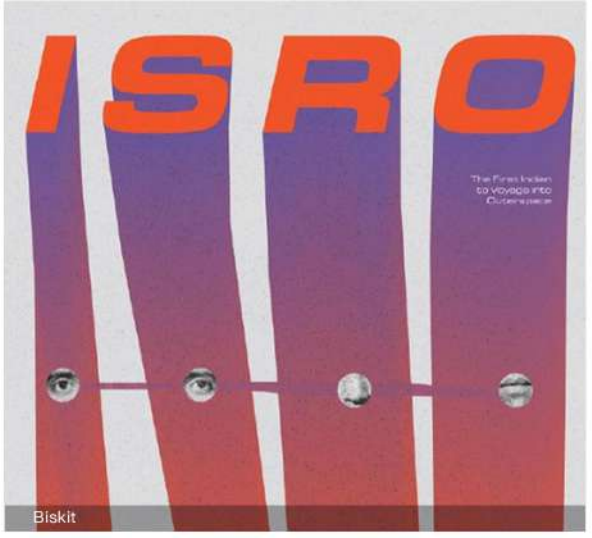
Occasion Wear 30-50

4.3

FUTURE CAPSULE

Inclined toward innovation, ‘Future Capsule’ peeks into neo-digi-futurism to discover the uncharted territories of the unknown. Within this narrative, the story focuses on the digital, space-time constructs and underscores the significance of curiosity.

Modern Street 18-30



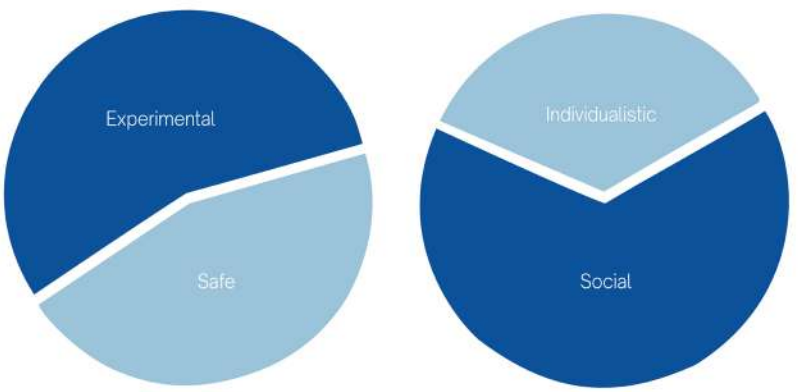
★ Mann - ‘Heart & Mind’ in Hindi Mandal - ‘Circle’ in Hindi

Deep vision insights - LARGER THAN LIFE

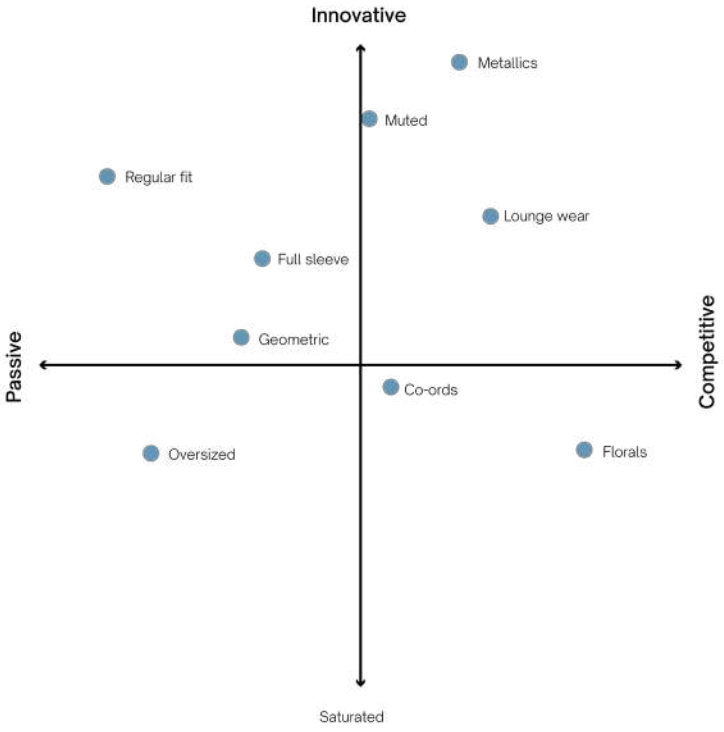
800+ Trained Trendspotters have gathered **70,000 images** from across India. The data has been further analysed by our in house **AI Deep Vision model** which provides us quantitative data about various signals spotted. These insights are further developed and are produced as industry-ready reports and directions.

Statistics To Refer

Consumer Sentiments



Key Design Directions



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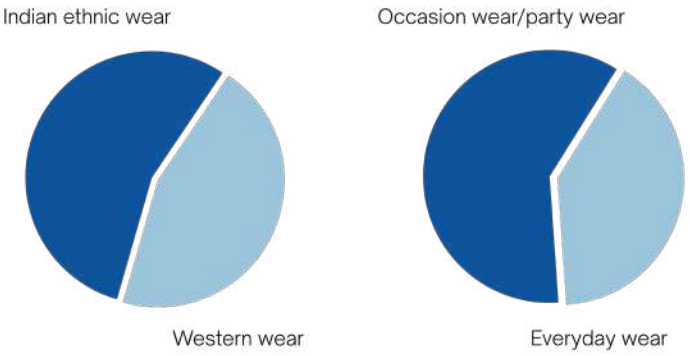
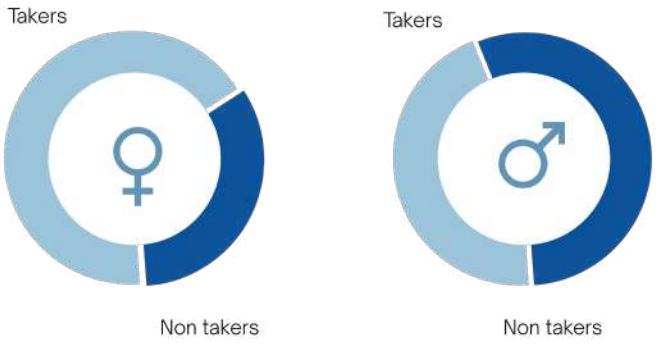
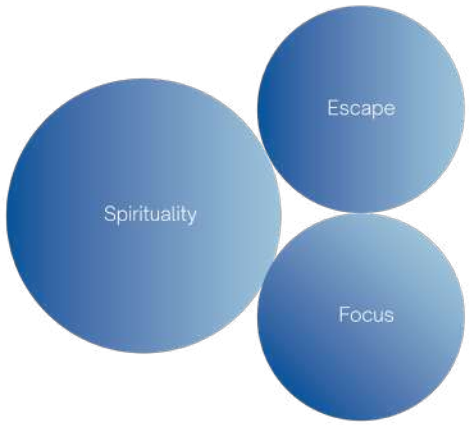


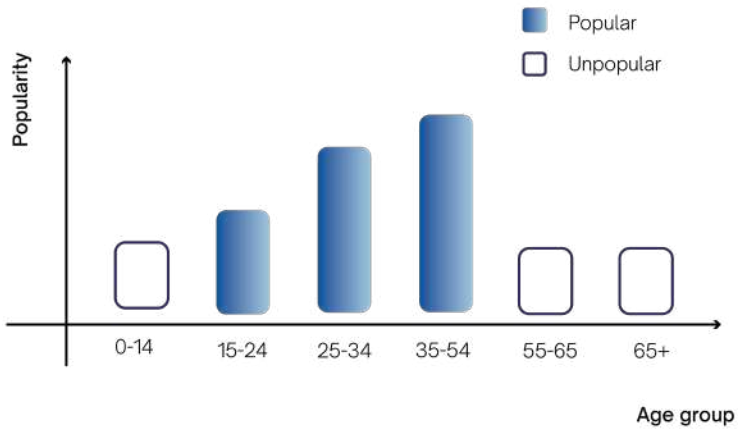
Preference Index



Popular Key Words



Popularity Index

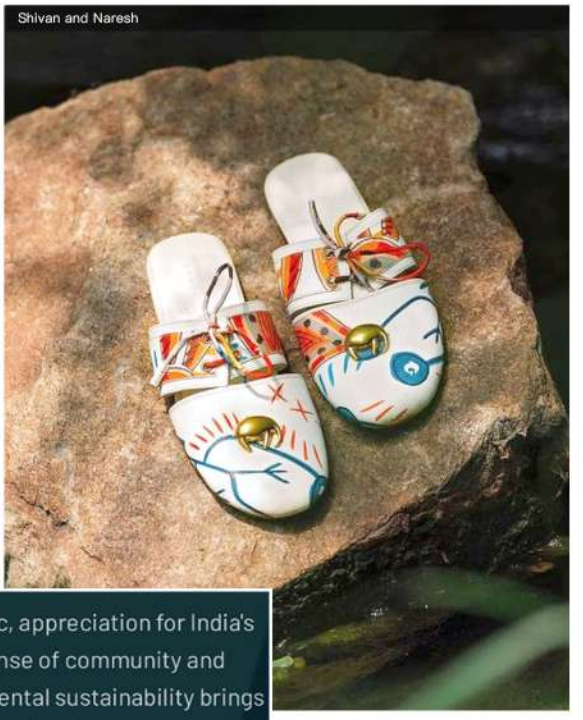


SENSCAPE

Sensory, Escape, Wild, Jungle, Ocean, Sound, Music, Immersion

'Senscape' is a dreamy narrative, with one foot in reality, it dives into surrealistic elements found in dense jungles and deep underwater. Focusing on immersive visuals, this story is scenic, detailed and print heavy with elements of wild flora, corals, fish scales, fractals, and the likes. Colours are borrowed from the unfettered palettes of nature, leaning towards dark undertones and magical hues. The silhouettes in this story are fluid.

Tablescape by Eeshaan


Shivan and Naresh

Vogue Style

Gauri and Nainika

A mutual love of music, appreciation for India's musical heritage,a sense of community and concern for environmental sustainability brings the two businesses together for a common cause: the festival - Echoes of Earth.

Harper's Bazaar

Alexander McQueen

Through VisioNxt Eyes

Bhuvee Jivanglkar

Ambika Sharma

Lichchavi Ray Chaudhuri

Akanksha Yadav

Swaati Lakshmi Prasad

Jyoti Devendra Singh

Design Directions

Delve into surrealistic elements inspired by the lush jungle flora and vibrant aquatic world. Expect wild floral intricacies like the **chaotic** multi-element **jungle print** or **surreal blooms** such as hibiscus, along with captivating fruits like **pineapple** and **pomegranate**. Explore aquatic features like **seashells, corals, fish scales**, and natural fractals to weave a dreamy narrative.

The silhouette direction will embrace incredibly **softer and fluid silhouettes**, incorporating details like halter neck string accents, cuban collars, silk satin touch. Expect dreamy dramatic texture created by trims such as tassels and fringes. Noteworthy wrap-around details will also catch your attention.

From top to bottom:
Half sleeved cuban shirt and men's swim
Shorts in jungle flora print
Halter neck satin tunic in jungle flora print

Men's satin hibiscus printed kurta

Women's spaghetti top & men's elasticized waist shorts in seashell print

Oversized shirt in hibiscus print

Mermaid skirt in seashell print & texture

Big hibiscus printed saree with fringed pallu and halter blouse

Jungle flora printed scarf

Jungle flora printed envelope

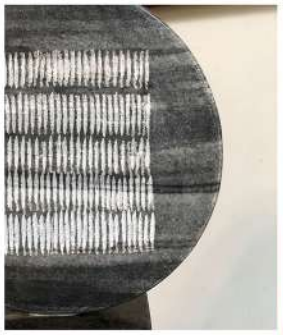
Dark hibiscus printed scarf

Senscape printed miscellaneous holiday lifestyle accessories: umbrella, footwear, scuba diving products etc.

Mann Mandal

Intuition, Faith, Belief, Astrology, Balance, Universe, Symmetry, Dhvani (sound waves), Mandala, Wellness & Healing, Energy

'Mann Mandal' translates to the idea of inner balance through forces of symmetry. A lot of elements in this story are derived from the elusive energy in the universe surrounding us, expressed in form of circular patterns, waves, or reflective material that redirect focus to a central point. In terms of design directions we will observe centrally aligned knots, radially symmetric bandhani or typography, and mandalas, as the name suggests. Colours will be empathetic and therapeutic, extracted from a sufi palette.



Urvashi Kaur

4.11

Through VisioNxt Eyes

Kevin Varghese

Kenisha Choradiya

Akanksha Yadav

Bhuvee Jivangikar

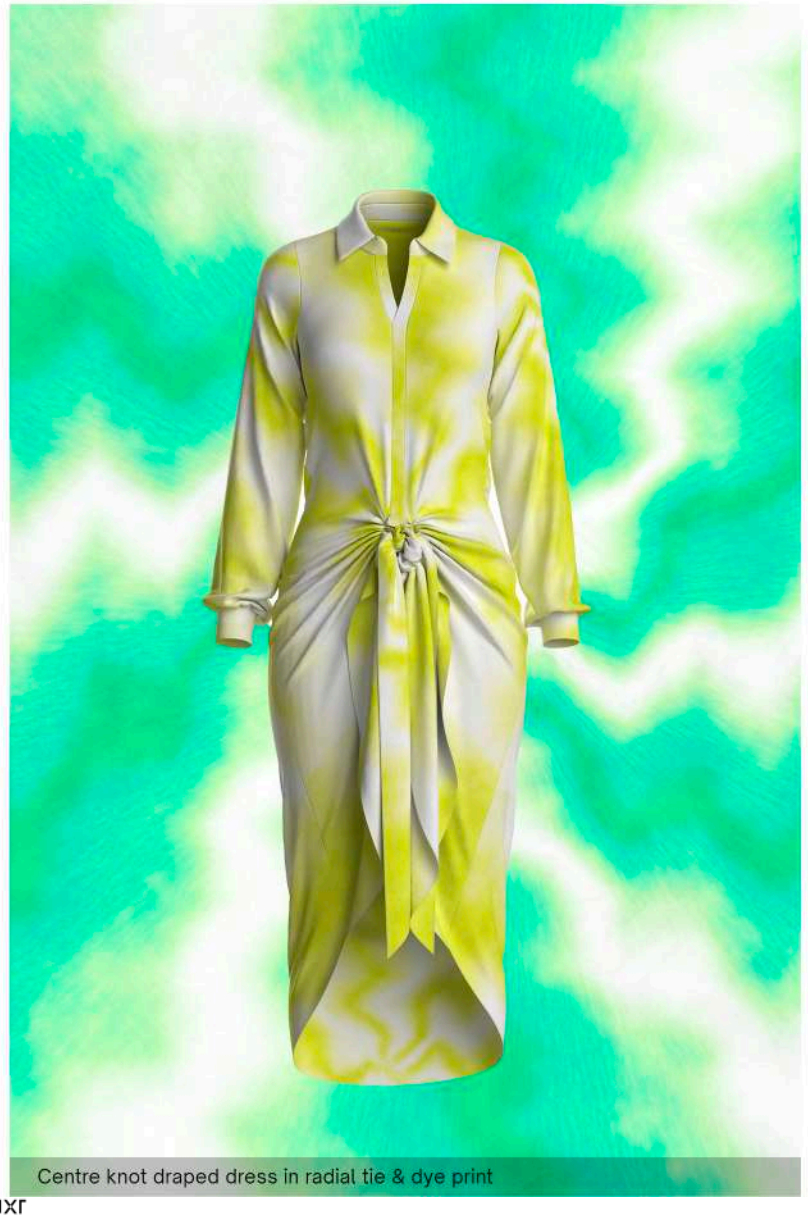
Anshika Raj

Ujaval R

Design Directions

Print and pattern will specifically revolve around radial symmetry or patterns guiding your eye to rest at the centre. Explore designs inspired by **Mandalas, chakras, radial bandhani, waves, sunburst rays, radial typography**, etc., accompanied by an empathetic colour palette.

Silhouette direction will focus on silhouettes with a defined top half and free-falling bottom half. Explorations into centrally aligned **knots and keyhole** details will also be a focal point. While men will have more focus on the smart print placement to establish a captivating focal point.

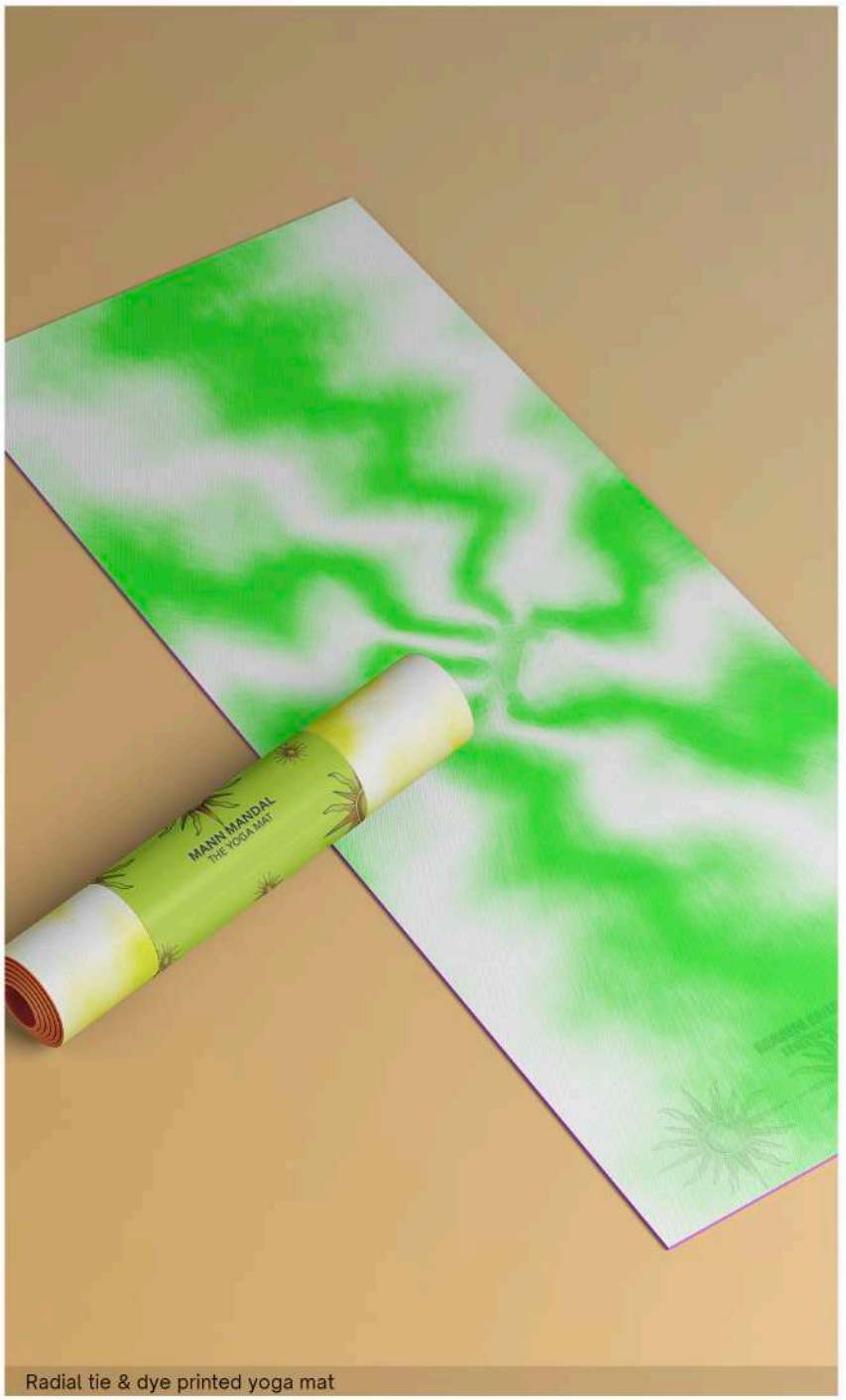


Centre knot draped dress in radial tie & dye print

Straight fit keyhole shirt in bandhani print

From left to right: Men's full sleeve mandarin collar chambray shirt in surya chakra print, straight fit keyhole dress in surya chakra print and silhouette inspired from NorBlack Norwhite, Men's drop sleeve oversized t-shirt in radial tie n dye print

Surya Chakra printed table cloth



Radial tie & dye printed yoga mat

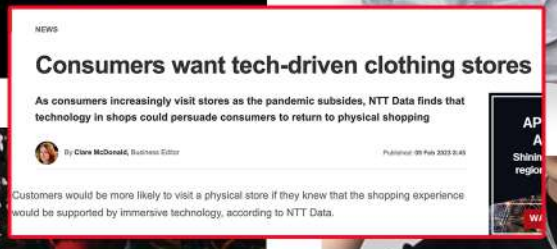
Circular printed cufflinks

FUTURE CAPSULE

Curious, Space-Time, Dimensions, Future, Prescience, Science, Digital, Universe Beyond

Fascination with the unseen, unknown nature of the cosmos leads to the formation of amorphous and nebulous visuals in the mind, originating from expansive galaxies in the universe. Irrefutably connected to the concept of space and time, this story is set in a futuristic landscape where celestial, galactic elements meet the nuance of the digital space. An eclectic mix of colours borrowed from a spatial palette will find their place in and around reflective surfaces such as metallic fabrics.

A Skating Monk



NEWS

Consumers want tech-driven clothing stores

As consumers increasingly visit stores as the pandemic subsides, NTT Data finds that technology in shops could persuade consumers to return to physical shopping

By Clare McDonald, Business Editor

Customers would be more likely to visit a physical store if they knew that the shopping experience would be supported by immersive technology, according to NTT Data.

Rimzim Dadu

4.31

Through VisioNxt Eyes

Design Directions

Oversized tee in nebula print

Print and pattern incorporate a highly futuristic approach, giving rise to prints featuring **galaxies, stars** and other dazzling elements, resulting in a **shinier and more reflective surface**.

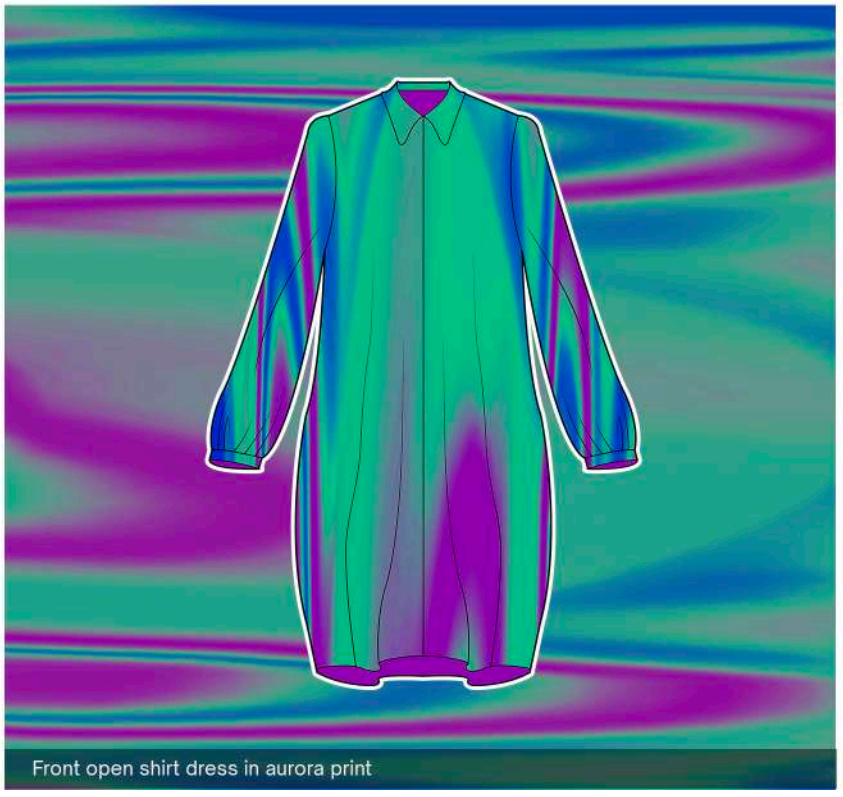
Silhouettes will be concentrated on a future-oriented, modern street style fashion infused with a **youthful cyberpunk** appeal, evident in both its construction and print placements.

Asymmetric iridescent printed evening coat

Men's dual fabric boxy fit cyberpunk futuristic jacket with starry night print

Front open shirt dress and trouser in galaxy print

Galaxy printed hoodie



Front open shirt dress in aurora print

Reflective saree with solid blouse

4.33 Design Application Beyond Apparel

Gradient bottle

Nebula printed smartwatch

Galaxy printed earpods cover

Aurora printed VR headset

LARGER THAN LIFE

Directives for Weavers | Textiles

Utilising select images from the 'Larger than Life' theme, here presented are a series of examples showcasing the practical application of insights derived from this book within the domain of textiles and weaving.

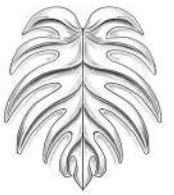
(Images 3 & 6) Taking direct inspiration from nature, a landscape of botanical elements can be developed in ornate and rich brocades.

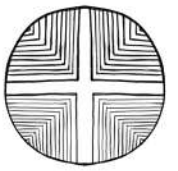
(Image 2) Abstract contour lines can be implemented with an extra weft motif or with alternating thick and thin threads running along the weft.

(Image 1) Circles are a prominent visual. A radial symmetry can be depicted through circular motifs, evenly spaced butas as well as implementing tie-dye techniques.

(Image 4 & 5) Integrate Zari threads for radiant textures, while combining two-toned silks, cotton, and cotton-silk blends can yield rich iridescent weaves.

Suggestive Motif Design



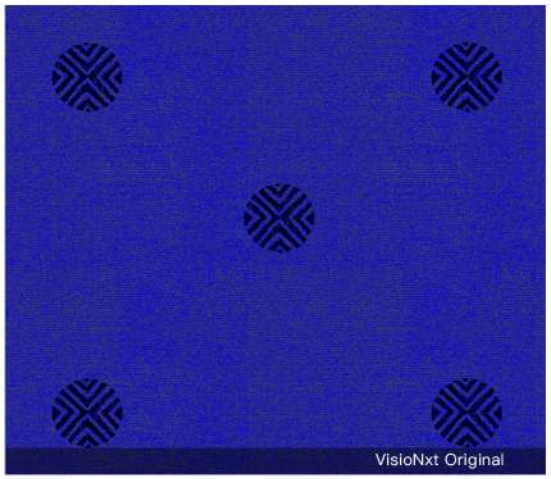


Suggestive colors

This section illuminates a prospective range that serves as a guiding reference for decisions within the realm of colour. These can be applied in diverse permutations and combinations during the creation of textiles or crafts. Essentially, it offers recommendations on the ideal colours of dyes to complement your threads or fabric when drawing inspiration from this theme.

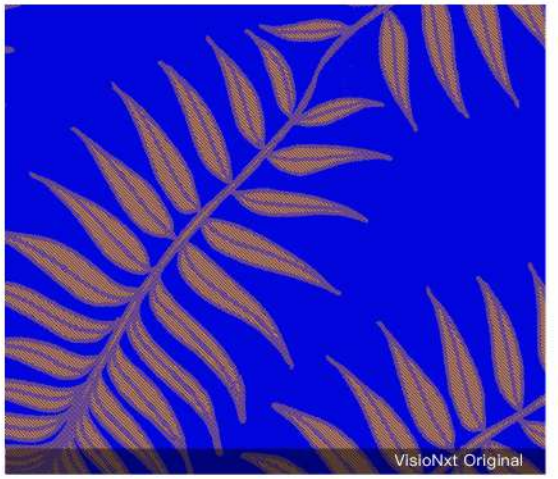
ताज़ा नील	जंगली हरा	अंबला	दालचीनी	स्पेस पर्पल	गैलिक्सी ब्लू
Galaxy Blue	Jungli Haraa	Ambla	Dalchini	Space Purple	Galaxy Blue

Suggestive Weave Designs



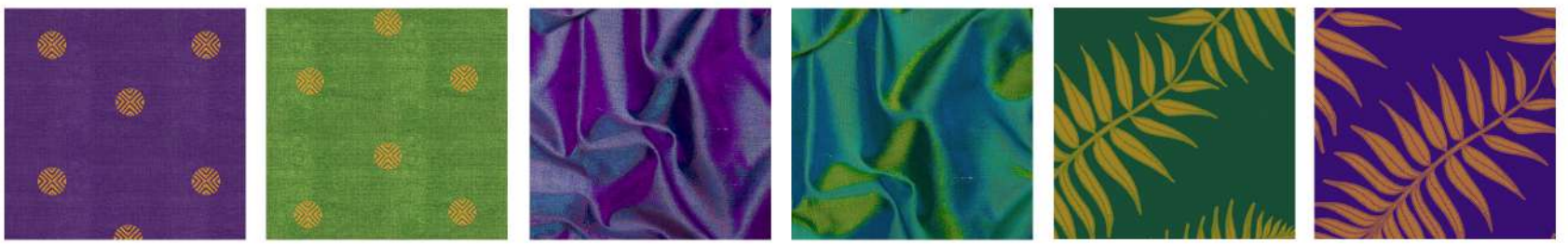
A Kanchi cotton weave, with dispersed extra weft Rudraksh motifs.

An iridescent two-tone silk.



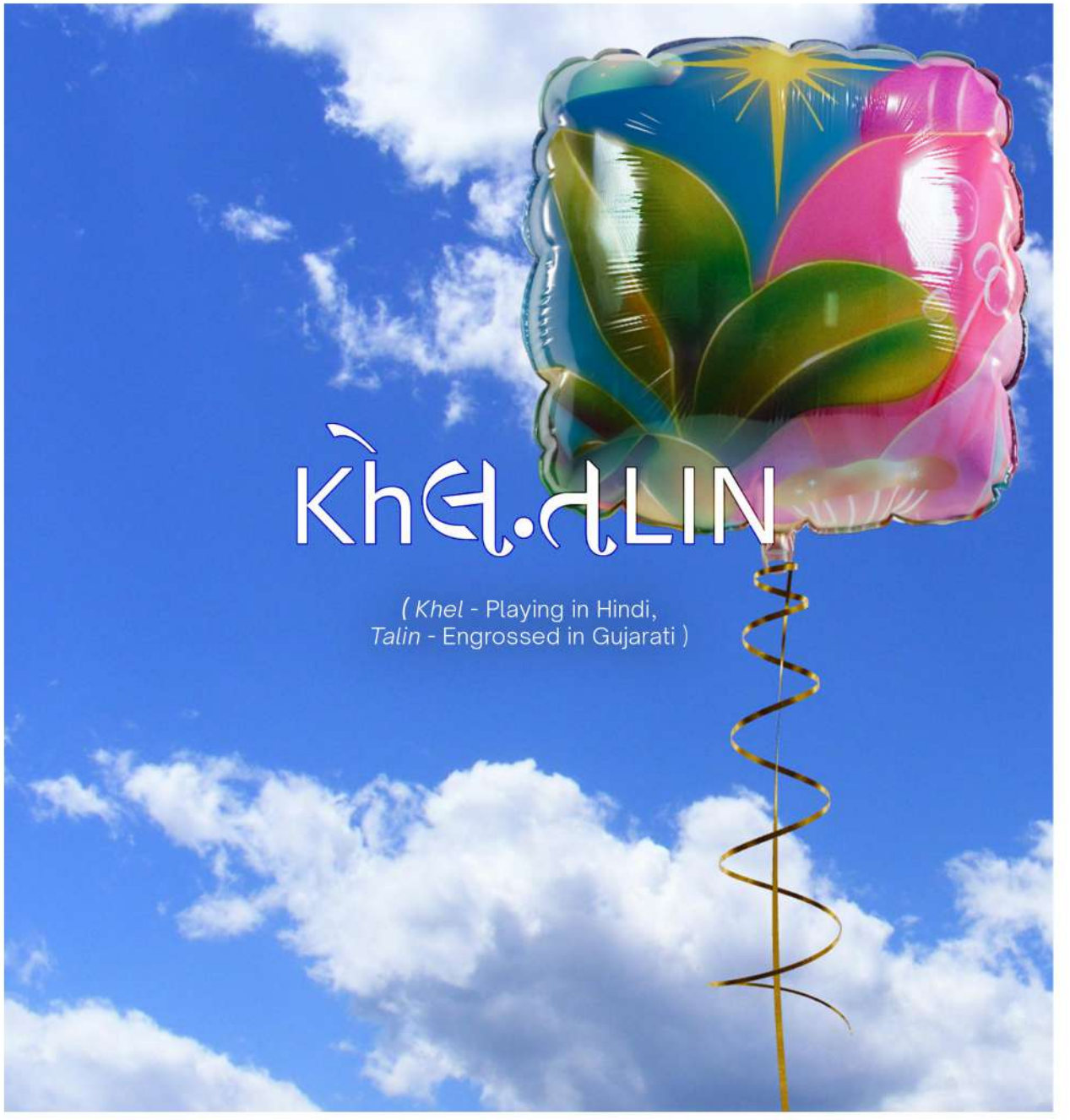
A monotone botanical pattern developed on a rich brocade.

Suggestive Colour Options :



Yardage Developed from a Suggestive Weave Design Option

Sample Product Developed


KHEL.TALIN
(Khel - Playing in Hindi,
Talin - Engrossed in Gujarati)

Khel.talin*

A joyful immersion and exploration,
welcoming a world of 'play'.

खेलेषु बुद्धिसंयोगो दृढाधारा यया धृता।
धैर्यमासीन्मुखत्वं च तथा नैष्काध्यक्षकृच्छ्रिता॥

"In play, a child's power of concentration, application, determination, and patience are intensified, for he is absorbed in what he does."

-Shanti Parva, Mahabharata

'Khel.talin' is a portmanteau/lexical blend of the words khel meaning play (in Hindi) and talin meaning immersion (in Gujarati).Essentially, play is a metaphor. It is a state of complete and thorough immersive joy and merriment in any action one is devoted to.

Traditionally perceived as a means of escapism, contemporary literature and perspectives highlight the significance of play as an essential aspect of embracing the present moment. Life itself can be likened to a sandbox, offering individuals the freedom to shape their experiences as they see fit. Even as we mature, the innate essence of childhood remains within us, serving as a reminder of the joy and spontaneity.

As we navigate through life, the nature of the games we engage in undergoes a transformation. Rules evolve, and the dynamics of play adapt, accommodating varying numbers of participants. The essence of play transcends binaries of victory or defeat. Instead, it lies in the sheer enjoyment of the process itself. This cyclical and immersive quality of play now blurs the boundaries between physical, digital, and imaginative realms.

Further, play assumes a significant role in social and communal contexts, offering a platform for meaningful interaction and shared experiences. Here, the pursuit contributes to emotional well-being and social cohesion. As play is deeply ingrained in relationships, it also becomes a channel of curiosity, learning, and discovery. Just as it is social, its introspective dimension holds personal implications, intertwined with one's fundamental values and life "goals". In essence, play transcends mere recreation, emerging as a transformative force, penetrating multiple spheres of existence.

*Khel - 'Play' in Hindi, Talin- 'Engrossed' in Gujarati

Pantone and hex codes are given in the color page

25

Cyber Magenta

26

Neela Kalam | नीला कलाम

27

Chatak Hara | चातक हारा

28

Reth | रेत

29

Swarna | स्वर्ण

30

Raakh | राख

5.1

PLAYCATION

‘Playcation’ stands for play+vacation also incorporating the word ‘playstation’. A sort of vacation through the space that we spend most time in-digitally. Immersive play is the mode of convergence of physical and digital worlds.

Playful Street 18-24

Almost Gods

5.2

So.play

‘So.Play’ or ‘Social Play’ focuses on the incorporation of play beyond the conventional boundary, extending to the society. While the name may seem to suggest a convergence of community and play, it manifests itself in a more tangible sense through design directions.

Modern Street 24-30

Roch Studio

5.3

Act-i-Witty

‘Act-I-Witty’ as the name suggests is a narrative that focuses on play by and within oneself. Though the direction remains playful, the underlying intent is one of introspection, curiosity and nurturing the self.

Casual Street 22-30

RaasLeela

Deep Vision Insights - Khel.din

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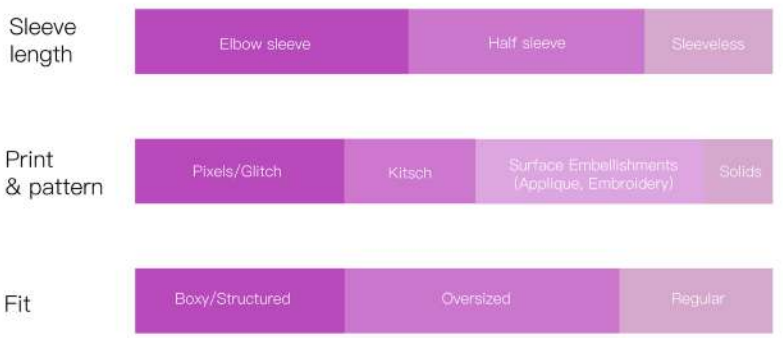
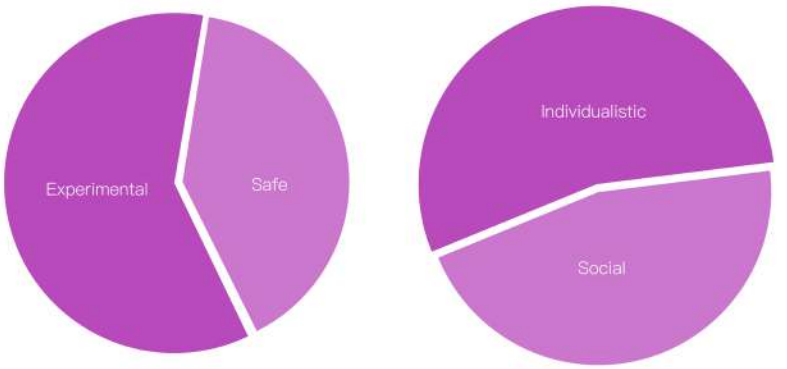
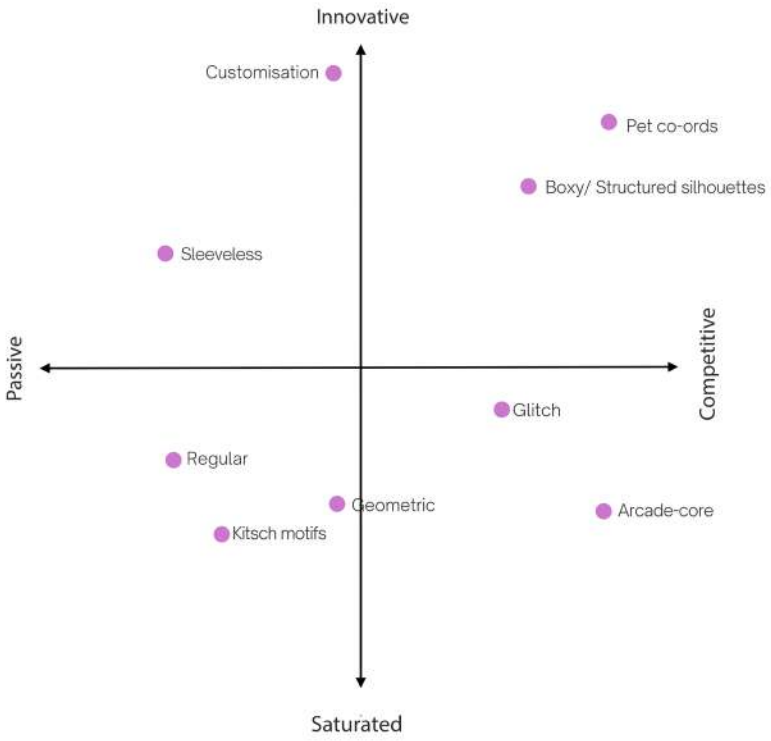


Consumer Sentiments



Key Design Directions



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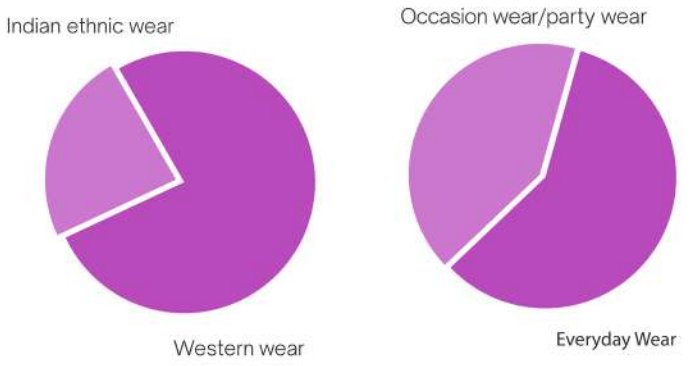
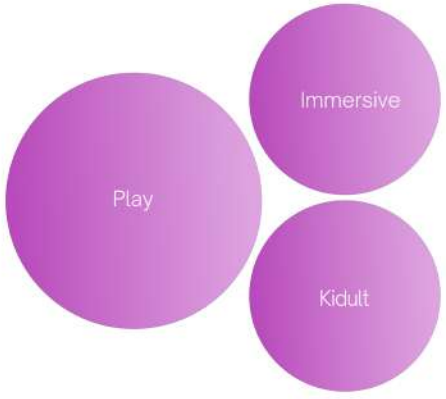
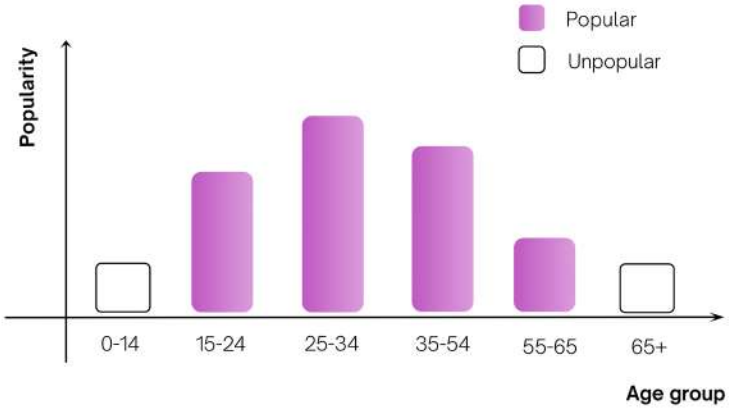


Preference Index

Popular Key Words



Popularity Index

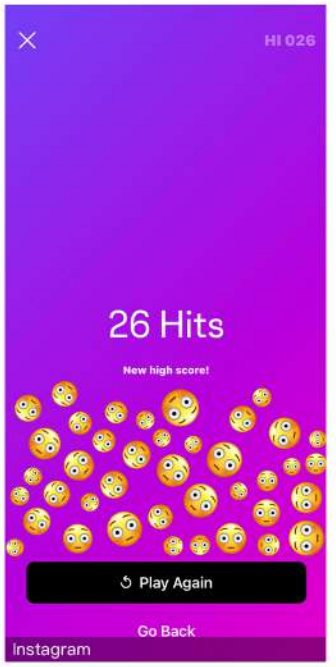


5.1

PLAYCATION

Digital, Immersive World, Technology, AR/VR

The barriers between spaces and dimensions blur in ‘Playcation’ as a neo-cyber-gamified aesthetic takes us all over, taking inspiration from its predecessor from 2020 - the glitch. The motifs observed are inspired from digital spaces, incorporate holograms and scannable elements while maintaining a high level of interactivity. Pixelated landscapes and digitally manipulated typography are central to this story.



5.11

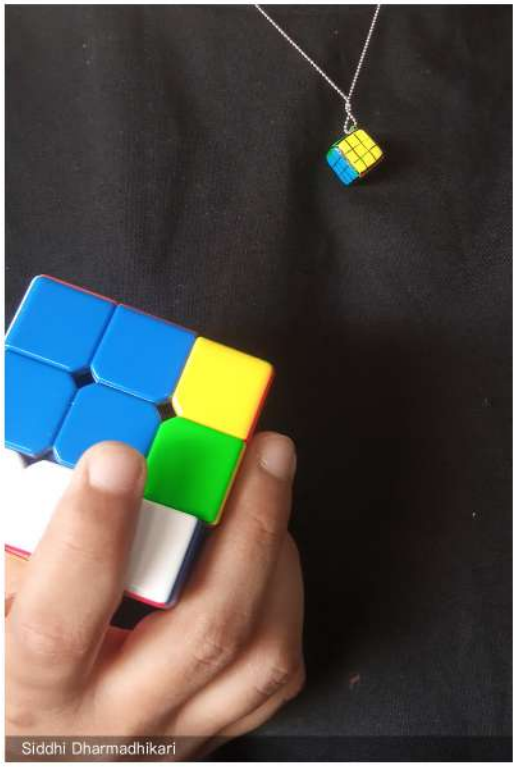
Through VisioNxt Eyes

Swaati Lakshmi Prasad

Swaati Lakshmi Prasad

Deepti Dubey

Ivy Manoj


Siddhi Dharmadhikari

Biswanath

5.12

Design Directions

The motifs observed are inspired from **digital spaces,** incorporate **holograms** and **scannable elements** while maintaining a high level of interactivity.

Pixelated landscapes and **digitally manipulated typography** are central to this story.

Pixelated game print

Top: Knit vest top with game elements
Bottom: Baggy Denim Jorts in Black

Striped T-shirt dress

From left to right:
Crop Top with drop shoulders and Glitch print
Gradient Play Cropped Vest

Cotton Shorts with Placement Glitch Print

Gradient Play Print

5.13 Design Application Beyond Apparel

Statement digital print single seater

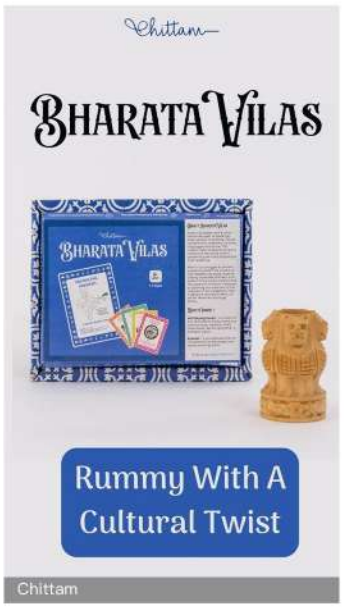
From top to bottom:
Woven Pixel Printed draw string bag
Digital-print woven Tie
Play-inspired embroidery patches

So.play

Social play, Work-life balance, Pets, Community

Play beyond the conventional perimeters, 'So.Play' in particular is oriented towards activities done in groups with connection, learning and reaching contentment being the end goal. A profoundly social story, 'So.Play' takes us back into one of the most fundamental intent of undertaking play- the establishment and nourishment of relationships. The positive synergy that is found here in play extends to animals, pets and plants and all life around us.

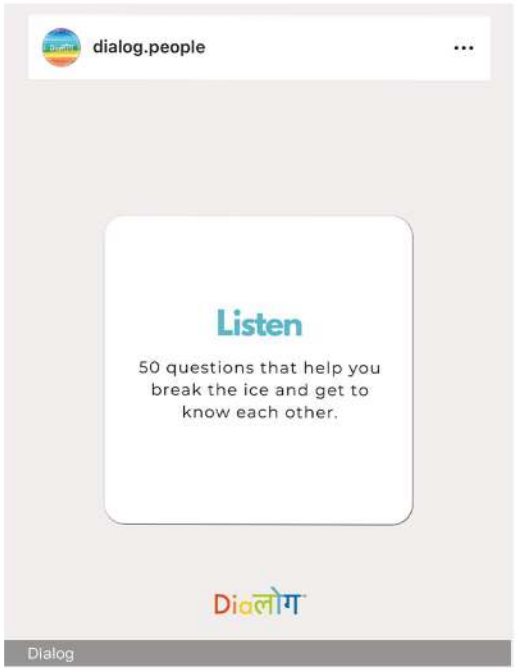
Darko



Chittam

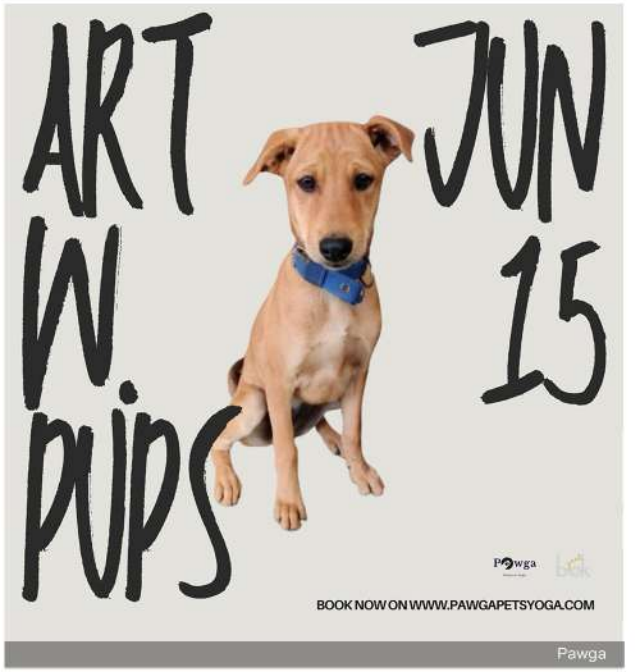
Boof by Bella

The Hindu



Dialog

Happi Space



Pawga

5.21

Through VisioNxt Eyes

Vanshika Vanya

Pratiksha Samal

Ambika Sharma

Devesh Mittal

Nishka Goel

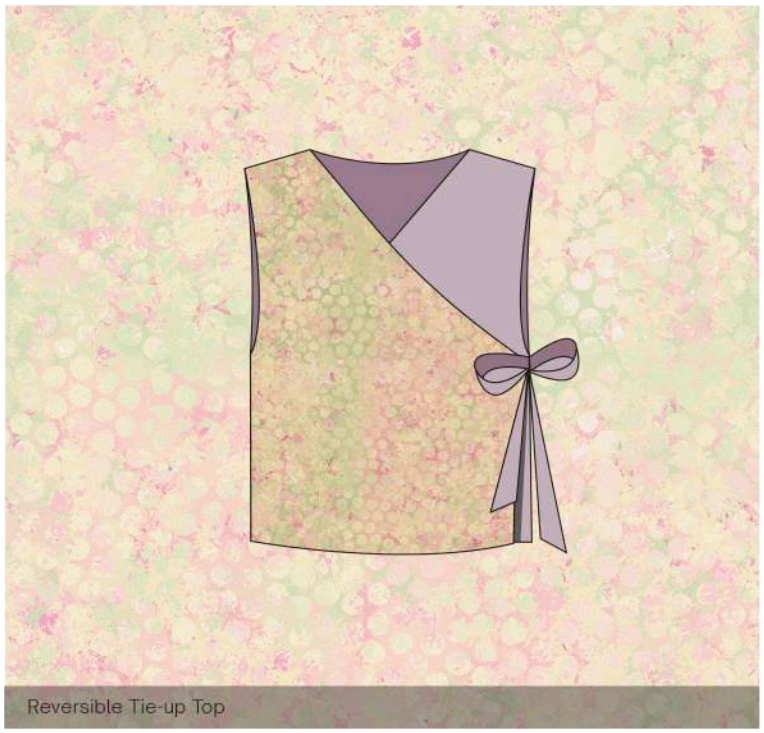
Kevin Varughese

5.22

Design Directions

This is embodied in silhouettes that **encourage movement, stretchable fabrics,** and a synergy of **workwear and activewear,** with garments or **playsuits** designed for pairs—be it pets and pet parents, or two people with similar values. **Duo-tones** and **subtle pops of colour** can be expected.

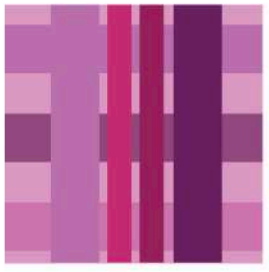
Knitted Vest Top with Patch Detail



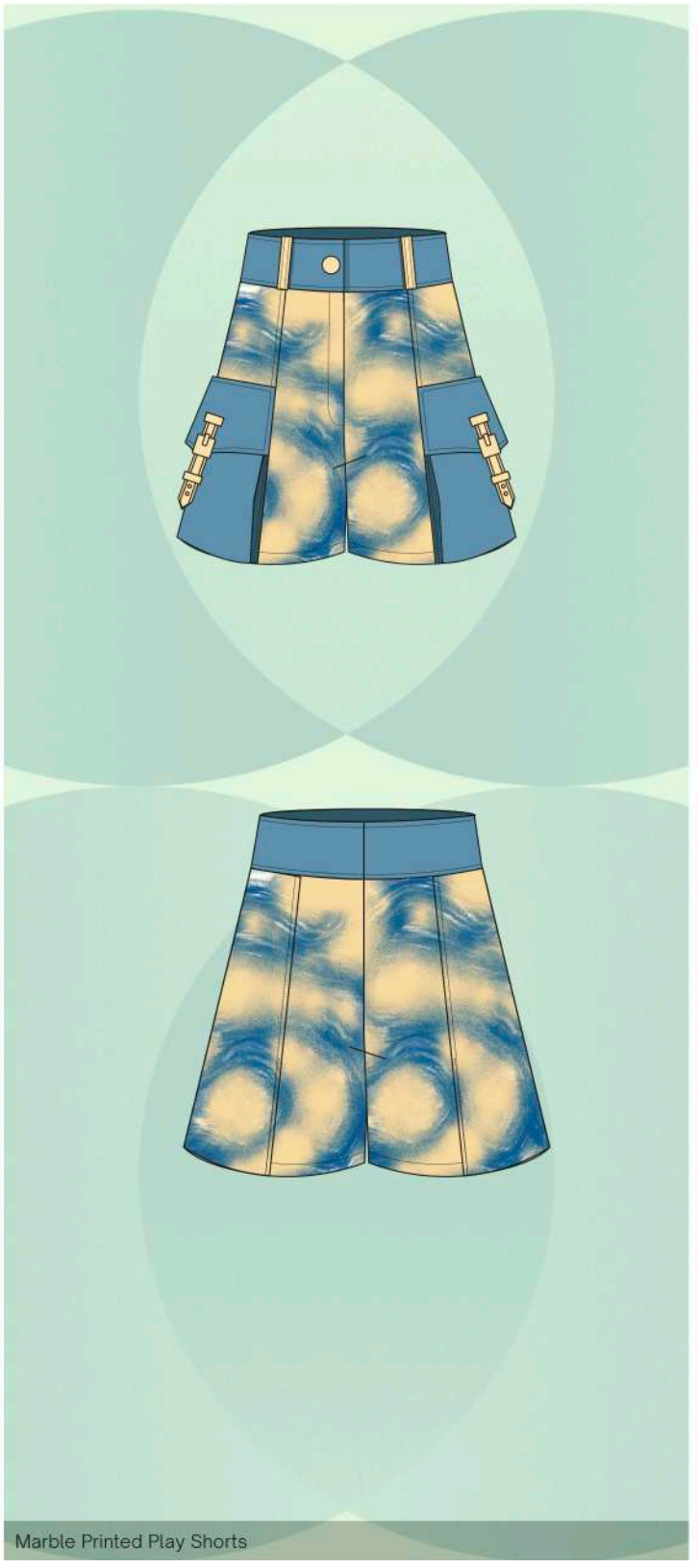
Reversible Tie-up Top

Casual Shirt with irregular line border

Plaid Pint Play Dress with a Fanny Pack



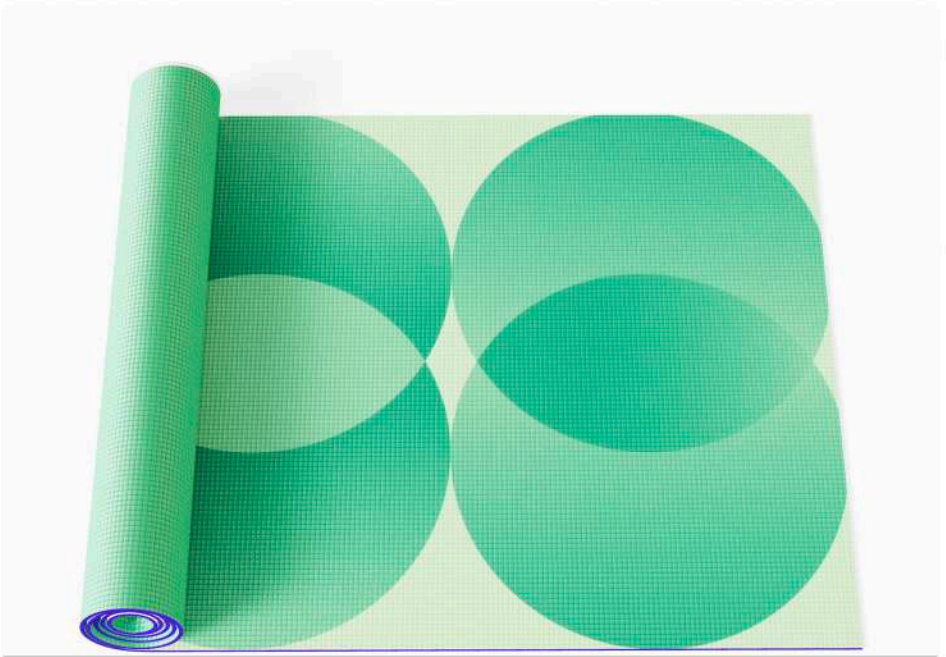
Plaid Pattern on Cotton



Marble Printed Play Shorts

5.23 Design Application Beyond Apparel

Subtle Spring Printed Woven Blanket



Statement Green Yoga Mat

Statement Green Reading Chair with Cushion

Ribbed cutlery set with textured table mat

Metal Printed Matching Badges

5.3

Act-i-Witty

Self-indulgent play, Introspection, Solitude

'Act-I-Witty' embodies an increasing trend towards personalization, where elements pertinent to oneself hold a semi-disclosed significance to the external world. In this realm, play undergoes a shift from its conventional social context to one intertwined with solitude. Here, it governs not a relationship with others but rather an introspective connection with oneself and a chosen object of association.

NIKE

Aula Design

Walking Vertical

Olio Stories

Sazo

Juhu beach studio

5.31

Through VisioNxt Eyes

Vanshika Vanya

Ayishi Pal

Saakshi Dedhia

Kuhu Sharma

Gayatri Sawant

Devesh Mittal

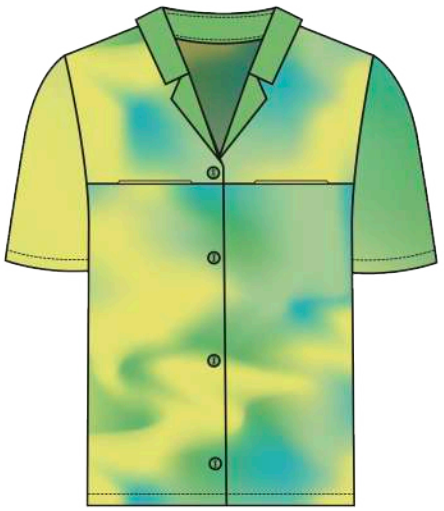
Saakshi Dedhia

5.32

Design Directions

Act-I-Witty manifests with certain elements in any given design having the provision of **customisation, a private or personal marker of identity**. **Tactile textures and muted tones** will be at the forefront for this story. **Hidden details, and charms** that make a wearer connect with the garment will be crucial.

Layered duo-tone play pants with trim details

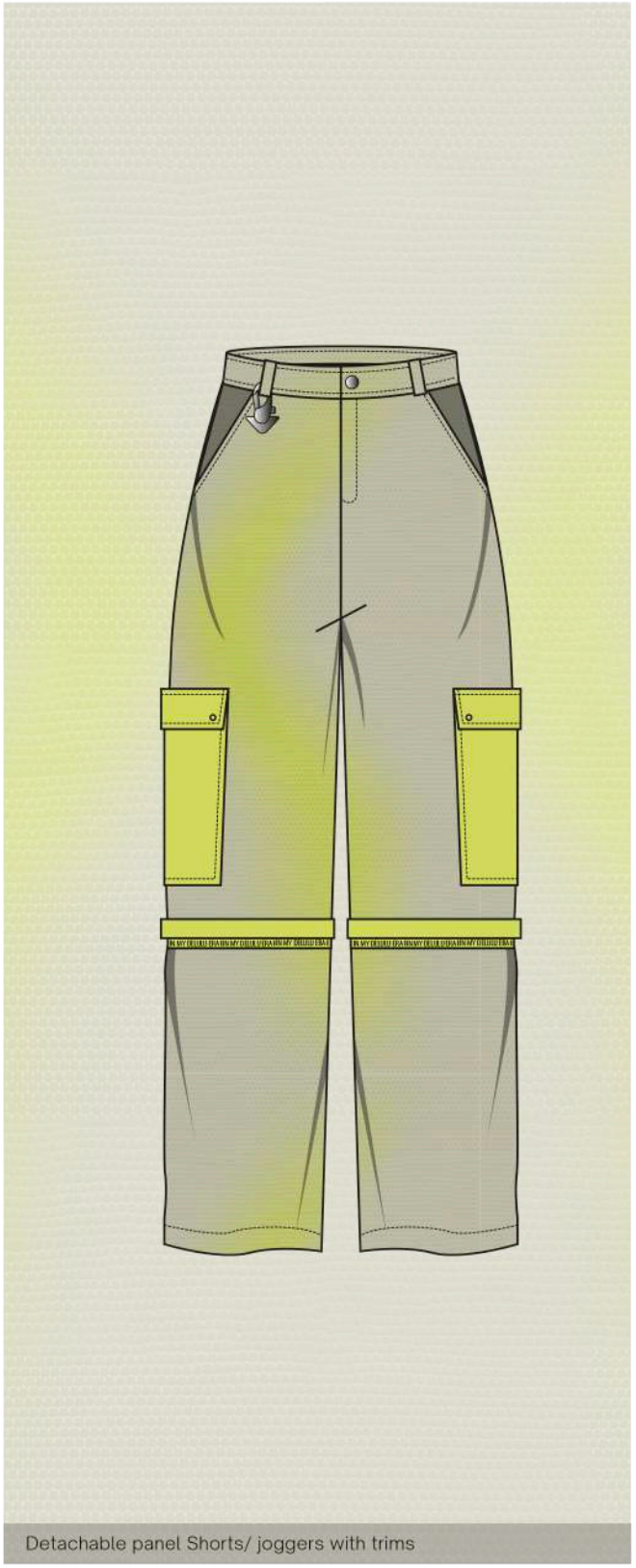


Everyday Party Shirt with Marble Print

Everyday Polo with Detachable pocket and patches

Act-I-Witty Ribbed Green co-ord with customised patches

Patch Inspirations



Detachable panel Shorts/ joggers with trims

5.33 Design Application Beyond Apparel

Marble digital printed coasters

Gradient digital printed scarf

Dark gradient table coaster set

Gradient Umbrella Print

Directives for Weavers | Textiles

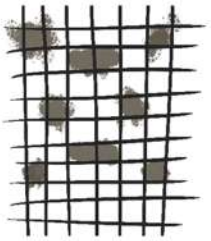
Utilising select images from the 'Khel.talin' theme, here presented are a series of examples showcasing the practical application of insights derived from this book within the domain of textiles and weaving.

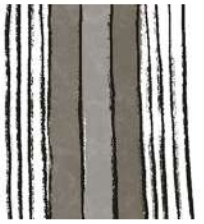
(Images 1 & 2) Vibrant hues with high contrast, as suggested, can be incorporated into striped weaves. Here, the element of playfulness is best shown through the choice of colours.

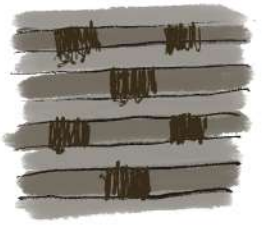
(Images 3 & 4) Suggest a play of motifs with chequered patterns in vivid colours with high contrast so that each element of the design, whether linear or organic, can have a distinguished presence. Pixels, a digital term indicating small squares of colour, can be used as building blocks, as suggested in the section on motifs development.

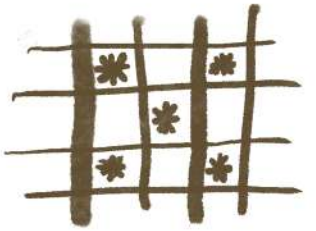
(Images 5 & 6) Vibrant colours with an element of tactility can be explored by incorporating suggested colours for yarns and using extra weft motifs, tassels, and visible threads in the yardage. Textured weaves with varied thread count can also be explored.

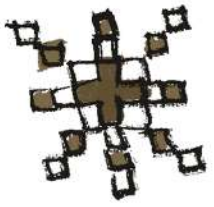
Suggestive Motif Design







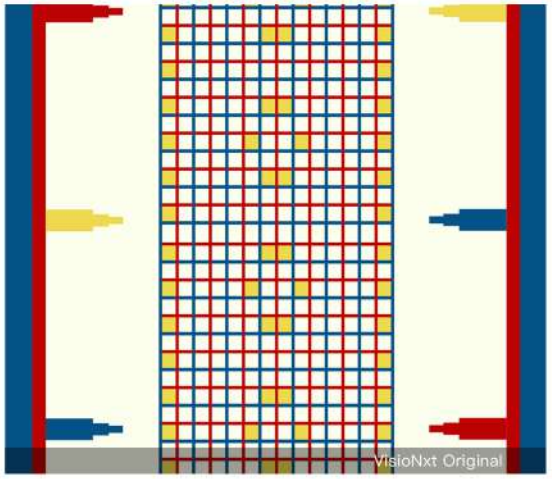




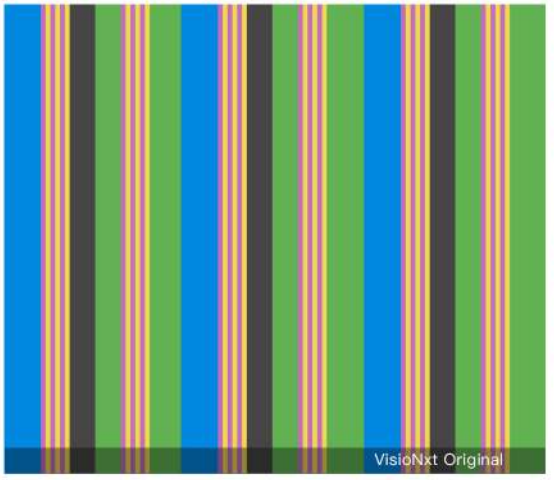
Suggestive colors

This section illuminates a prospective range that serves as a guiding reference for decisions within the realm of colour. These can be applied in diverse permutations and combinations during the creation of textiles or crafts. Essentially, it offers recommendations on the ideal colours of dyes to complement your threads or fabric when drawing inspiration from this theme.

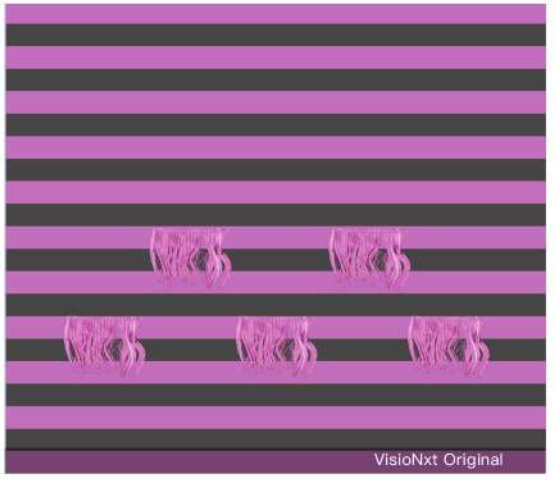
Suggestive Weave Designs



The versatile Bengal cotton indulges in traditional motifs with a varied palette of chequered patterns and bright squares

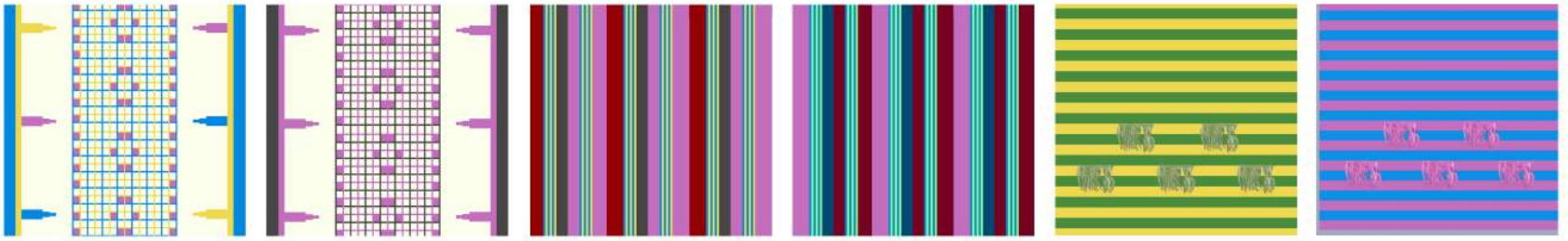


The traditional Jamakkalam incorporates brighter and more playful hues inspired by this narrative.

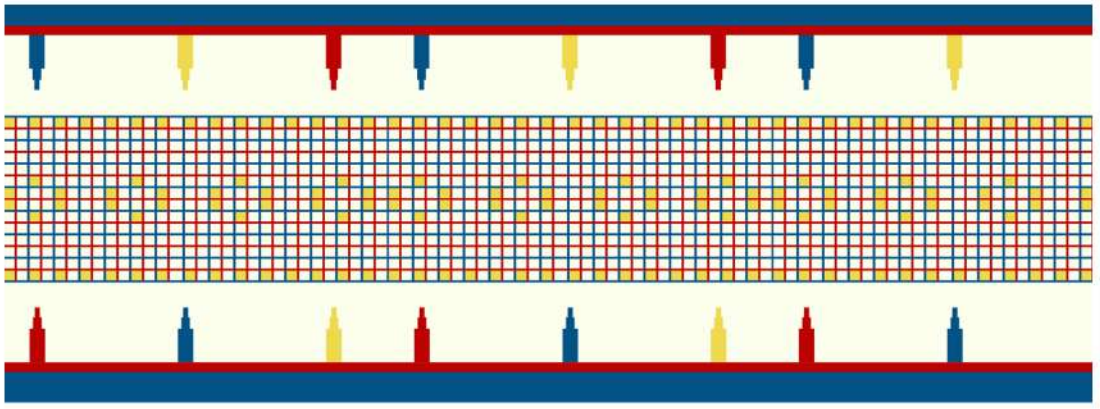


The Naga shawl retains its traditional essence, explored here in vivid colours, and the extra weft threads add to the aspect of tactility.

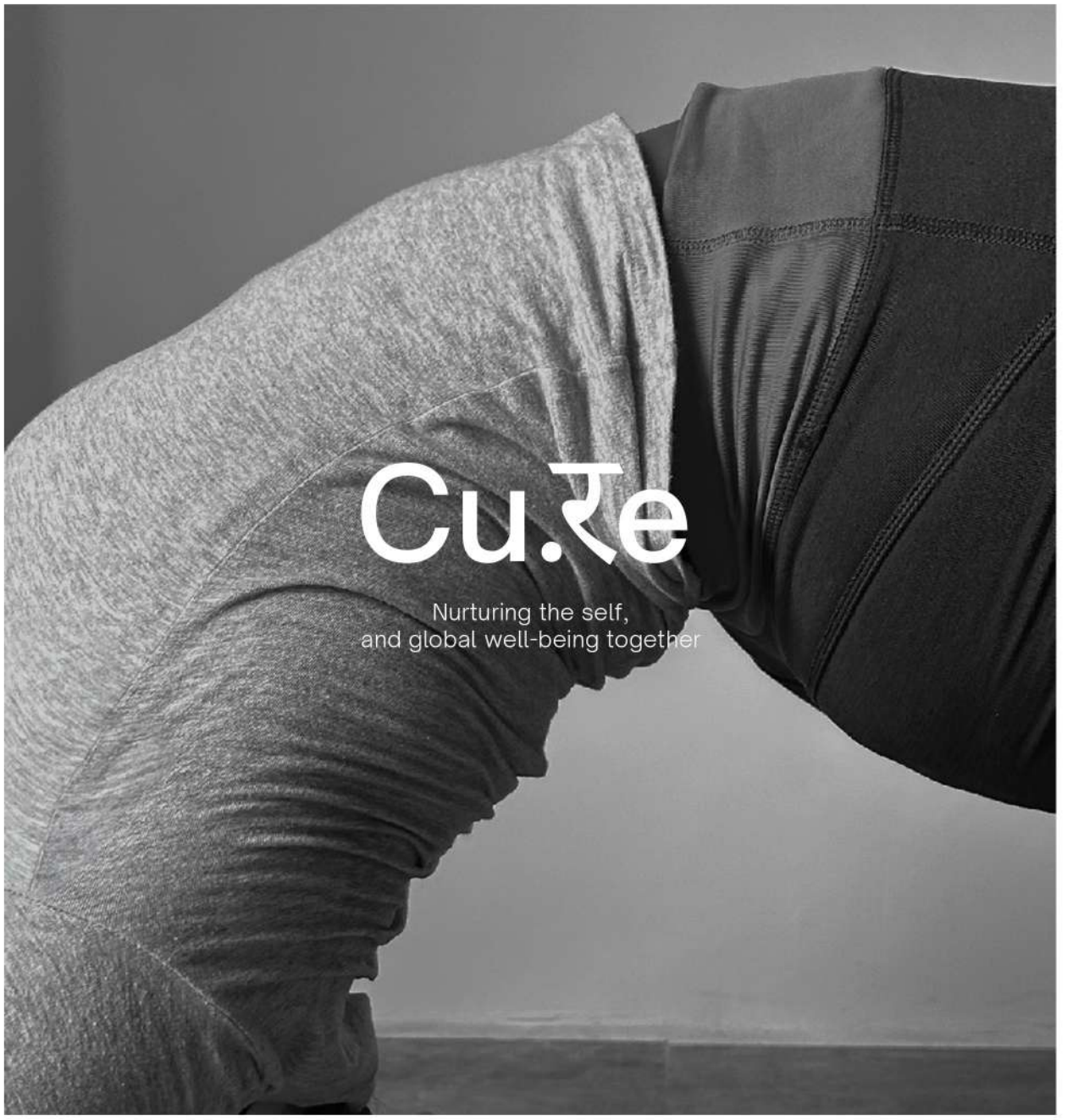
Suggestive Colour Options :



Yardage Developed from a Suggestive Weave Design Option



Sample Product Developed


Cu.re
Nurturing the self,
and global well-being together

Cu.Re

Nurturing the self, and global well-being together

"विद्याविनयसम्पन्ने ब्राह्मणे गवि हस्तिनि।
शुनि चैव श्वपाके च पण्डिताः समदर्शिनः॥"

"He who is wise and humble, who sees the same Self in a Brahmana endowed with learning and humility, in a cow, in an elephant, and even in a dog or an outcast, such a sage sees with an equal eye."

The individual who grasps the interconnectedness of existence perceives their own essence reflected in every being, and likewise sees the essence of all beings reflected within themselves. They approach every aspect of life with impartiality and understanding.

The concept of healing delves deeply into various aspects of our lives, emphasising the need for profound transformation. Healing involves action, awareness, and self-introspection. One becomes attuned to their place and purpose in the world, striving to be part of it rather than apart from it. With increased cognisance we recognize the global impact of our lifestyle choices. Amidst the vast sea of information, the undercurrent of misinformation poses challenges. By disentangling this complexity, we find catalysts for change, discerning truth from falsehood, and fostering genuine awareness based on lived experiences.

Ultimately, the transformative journey circles inward, prompting introspection and self-examination. It echoes timeless wisdom: How can one expect healing from a sick individual? How can I cure the world when I myself need to be healed? What am I if not a microcosm of the macrocosm? This inward reflection serves as a poignant reminder of the interconnectedness between personal healing and the healing of the world.

Pantone and hex codes are given in the color page

31

Marudaani Green | मरुदानी हरा

32

Pyaaj Gulaabi | प्याज गुलाबी

33

Makkhan | मक्खन

34

Teel | टील्

35

Himalayan Namak | हिमालय नमक

36

Maati Bhura | माटी भूरा

6.1

BHOOMIKA

‘Bhoomika’ translates to a role one embodies, and in the context of this narrative it’s one’s role on earth. The story directly defines actionable points that emphasise on the cognisance of being a part and not apart from nature.

Utility wear 25-40

Yuga

6.2

Vocall

In essence, ‘Vocall’ is a narrative centred around voices and consciousness. Its primary emphasis lies in the capacity to articulate, distribute, and amplify what might otherwise dissipate amidst the dynamic sea of information.

Everyday wear 18-24

Wala Wali

6.3

குணம்

The Tamil word ‘Gunam’ translates to ‘heal’, and also describes the nature of a person. This direction speaks about an inward movement and prioritisation of care that is observable in our lifestyle preferences and the types of professions we pursue.

Casual wear 18-30

Sumrat Shop

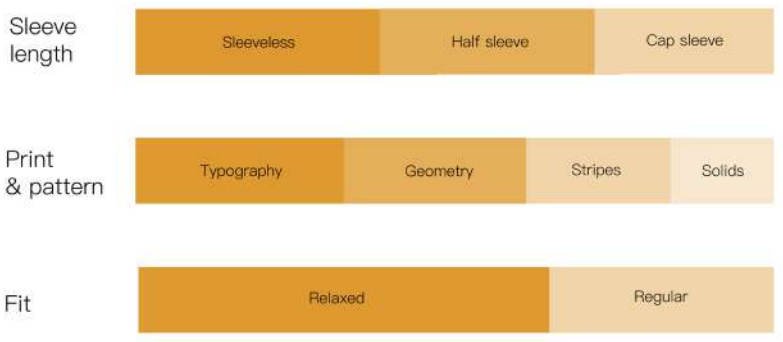
*Bhoomika - ‘Role’ in Hindi

*Gunam - Heal (verb), Merit/ Virtue (noun) in Tamil

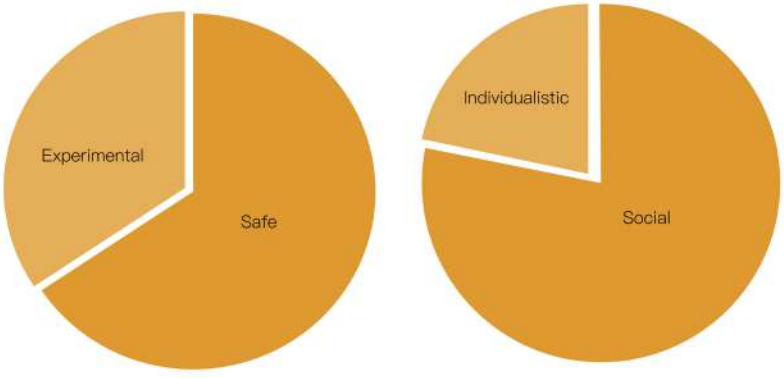
Deep Vision Insights - Cu.re

800+ Trained Trendspotters have gathered **70,000 images** from across India. The data has been further analysed by our in house **AI Deep Vision model** which provides us quantitative data about various signals spotted. These insights are further developed and are produced as industry-ready reports and directions.

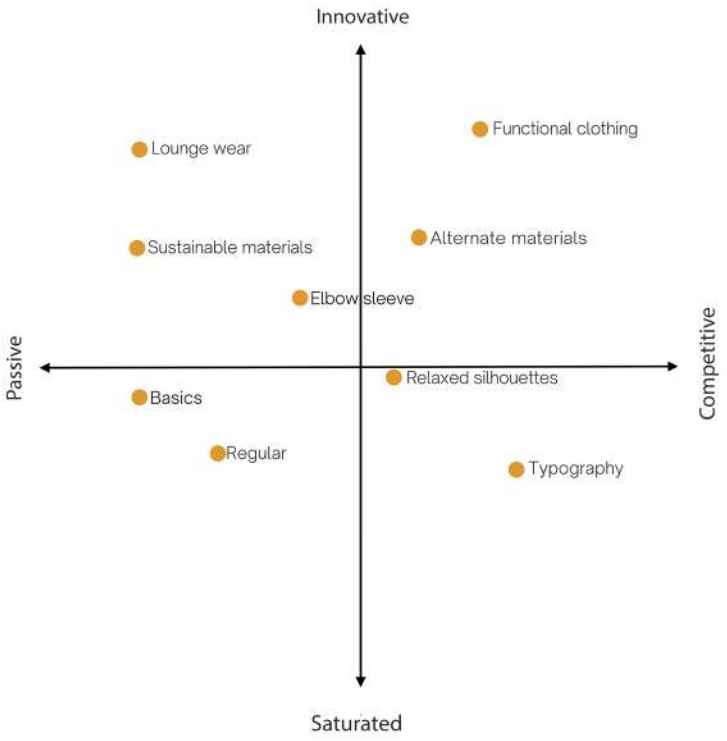
Statistics To Refer



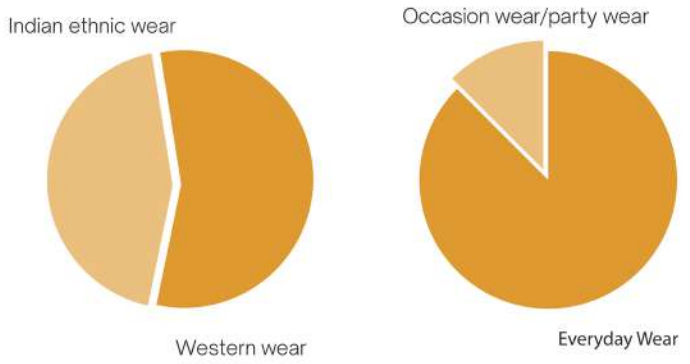
Consumer Sentiments



Key Design Directions

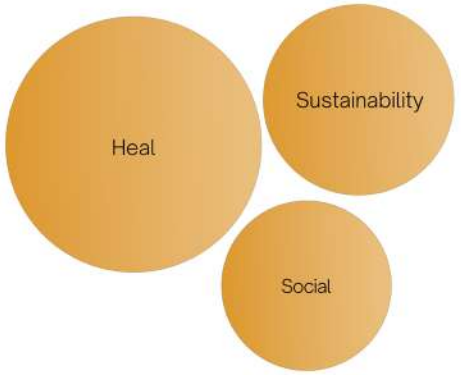


Overview

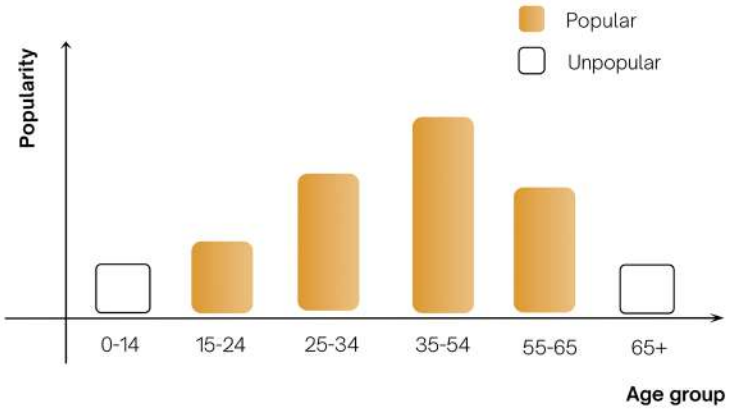


Preference Index

Popular Key Words



Popularity Index



6.1

BHOOMIKA

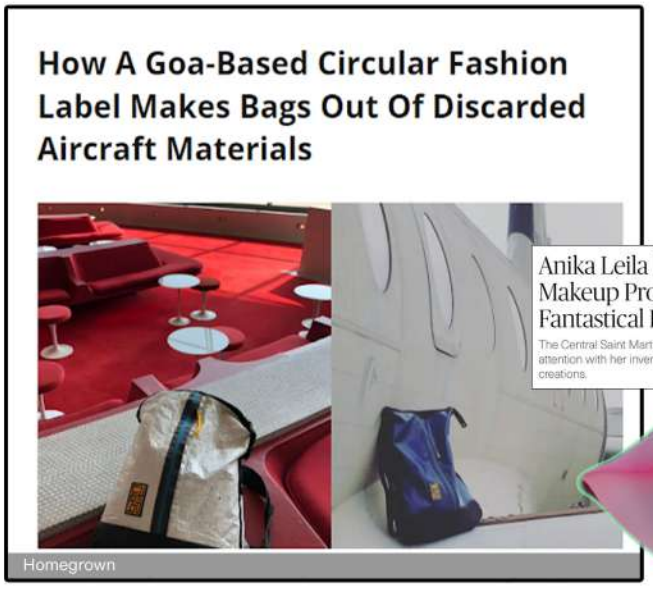
Sustainability, Functionality, Act to Preserve

'Bhoomika' emphasises on the actionable realm of the choices we make, the causes we support and the steps we ultimately take in congruence with the words we propagate. Here one exercises control over the choice of products they wish to engage with that are in alignment with their core values. This story is about 'walking the talk'.

Beach Please India

Start India

Huecoast



Homegrown

Anika Leila

Drugstore Cowboy

6.11

Through VisioNxt Eyes

Sharvari Nayak

Priyal Patel

Devesh Mittal

Vanshika

Vanshika

Sharvari Nayak

6.12

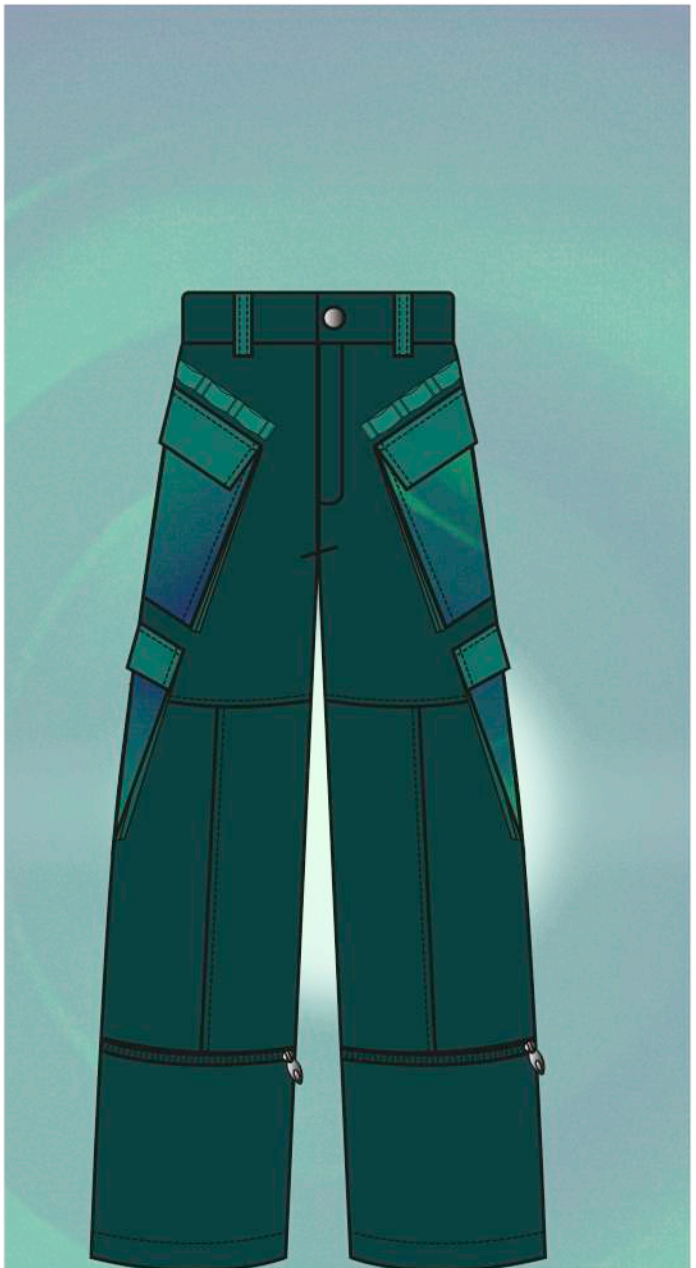
Design Directions

A deep dive into **sustainability** and the contribution towards **innovative practices** that stem from a **sense of responsibility. Activity-focused outerwear** features **functional elements** like **pockets and loops** to secure multiple items.

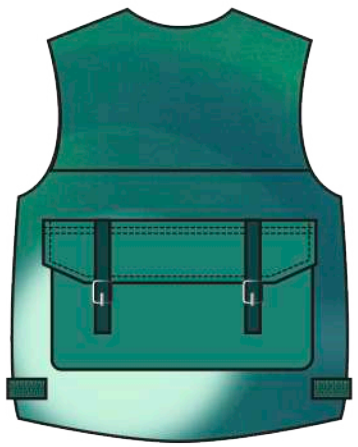
Heavy-duty, durable materials can be utilised.

Multipocketed Cargo Outerwear (Unisex) (Left and Side View)

Heavy Duty Cargo Multipocketed Utility Pants



Cargo Utility Pants with Angled Pockets and Detachable Panel at the Bottom



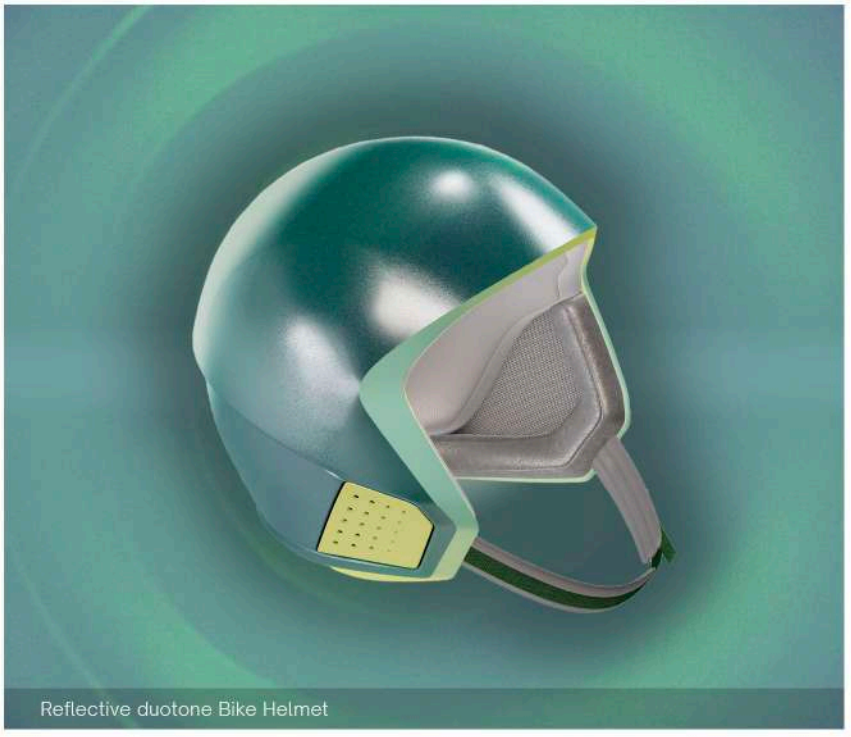
Multi-Pocket Vest in Nylon with Reflective Finish

Multi-Pocket Vest Cotton Quill Fabric with Fleece Lining

Modified Skort in Recycled Polyester

6.13 Design Application Beyond Apparel

Cotton and Bamboo Neck Gaiter



Reflective duotone Bike Helmet

Tarpaulin bag with Stipple Green Detail

Reflective Powder Coat Finish on Bicycle

6.2

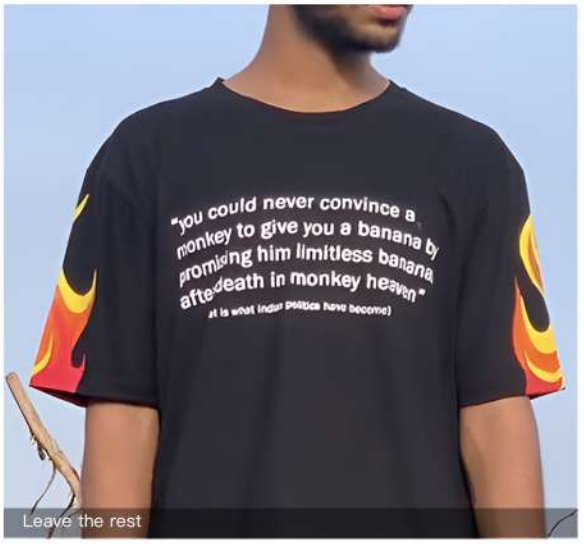
Vocall

Statements, Messages, Power of words

Arising from a state of consciousness, 'Vocall' diverges from mere armchair activism. Here, diverse lived experiences shape and drive the dissemination of awareness. The elements revolve around the service of highlighting issues, ideas, or values that society as a whole appears to overlook, ignore, or remain silent on.

Vulgar

Foolstop.design



Leave the rest

Silalwali

Angi Clothing

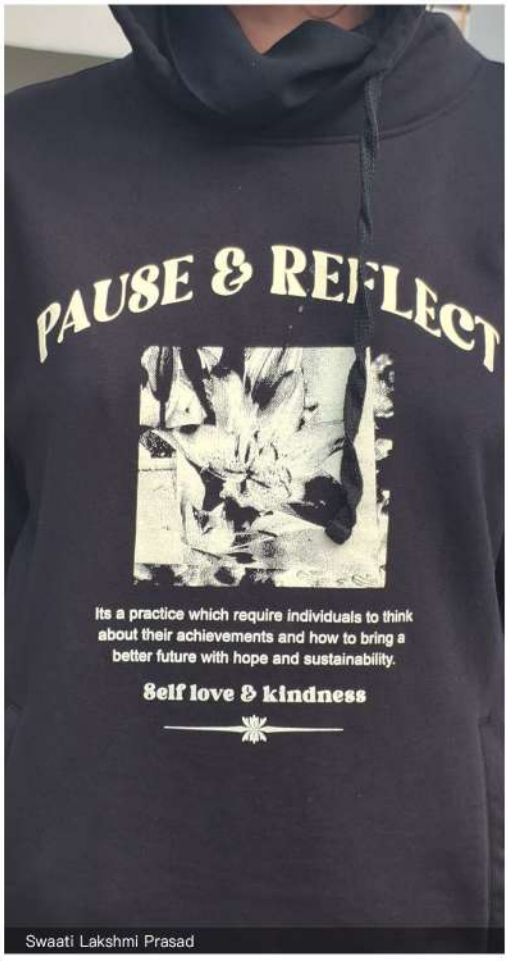
Bomaachi

Swaati Lakshmi Prasad

Swaati Lakshmi Prasad

Sharvari Nayak

Misa M T



Swaati Lakshmi Prasad

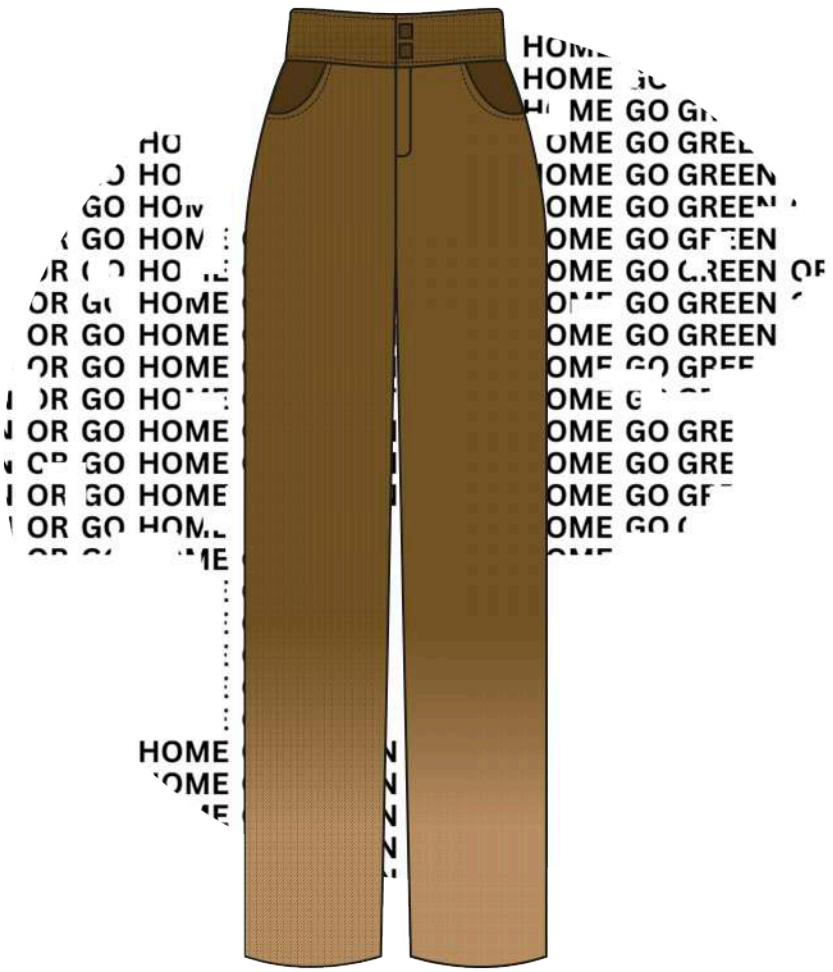
Misa M T

6.22

Design Directions

This narrative manifests through **impactful visual elements, explicit declarations,** and **public displays of commitment using signage, symbols, graphics, and colours.**

Typography and bold statements underpin this narrative, embodied through **simple silhouettes** that carry the message loud and clear.



Brown Denim Pants with Acid Wash Detail

Typography T-Shirt with Stitch Details

Casual Shorts with Panel Details

Top (From Left to right): Typogrpahy Tank with Ruched Side Detail, T-shirt with Denim Collar Detail

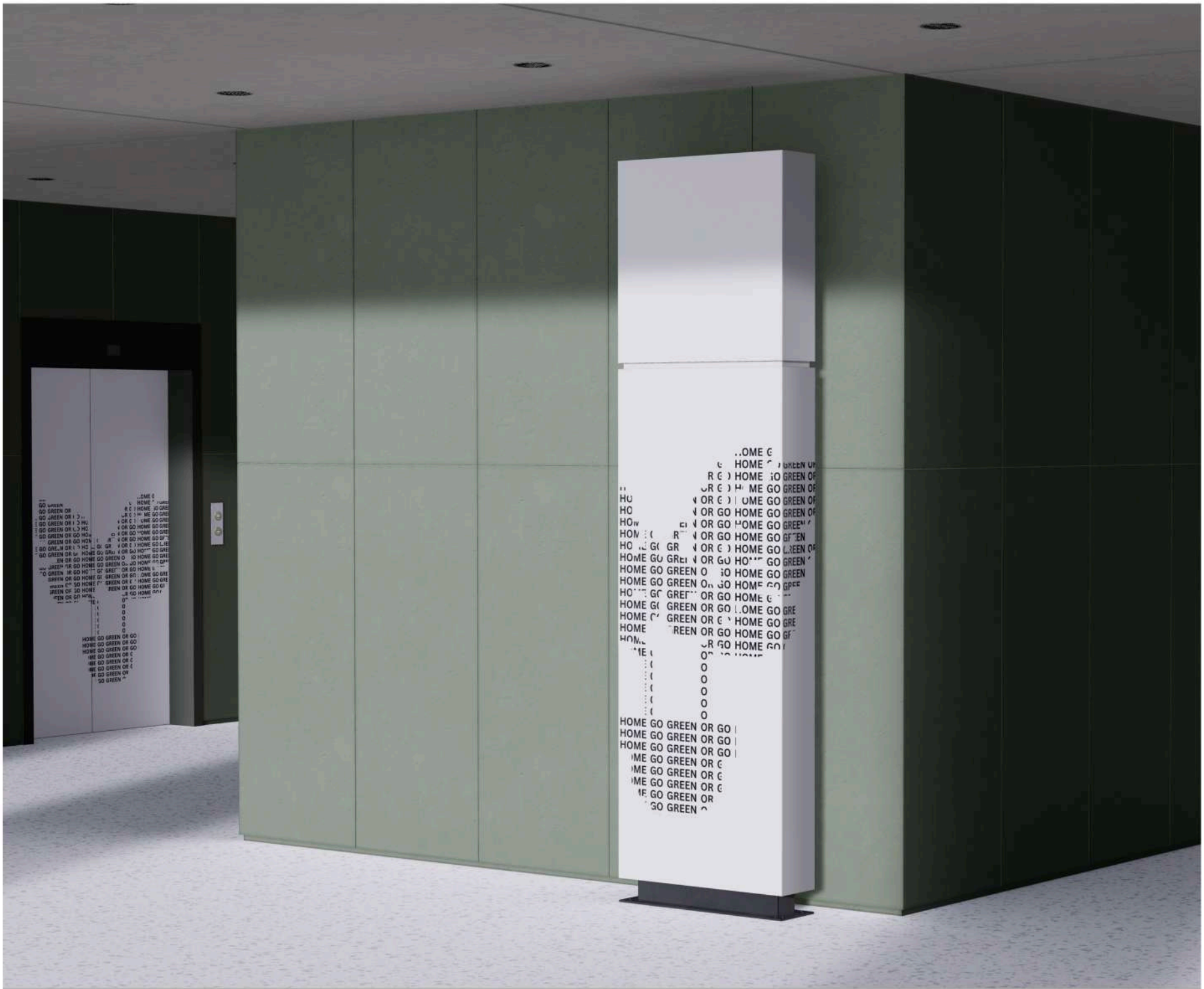
Bottom (From Left to right): Typography Casual Tank, Typography Print Swatch

6.23 Design Application Beyond Apparel

Duo-Coloured Baseball Hat with Statement

Tie-Dye sock with printed detail on the outside

Satin silk scarf with statement typography print



Signages in public places

6.3

குணம்

Self cure, Care culture, Mental health

Gunam, as a guiding principle, reflects our society's growing awareness of mental well-being, self-nurturance, and personal accountability. This is also evident in the shift of lifestyle choices and the flourishing wellness industry. These principles find expression in various products designed to foster a deeper connection with our bodies through activities like movement, yoga, and breathwork, as well as tools aimed at facilitating healing, grounding, and enhancing presence.

Smylee Nallalagu

Triune

Rum & Raisin Studio

Rum & Raisin Studio

Jams & Pickles

6.31

Through VisioNxt Eyes

Nandini Bharija

Nishka Goel

Shivani Yadav

Shambhavi Chauhan

Nandini Bharija

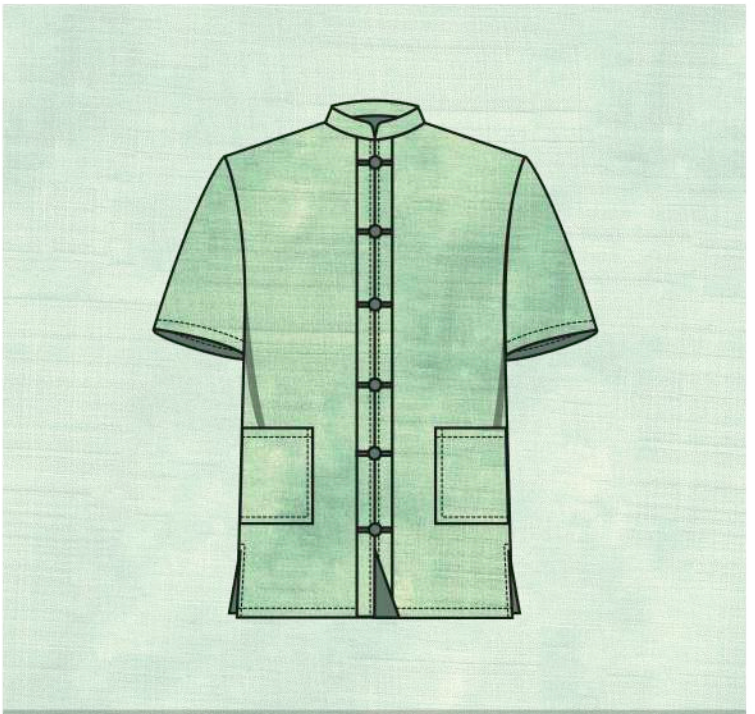
Swaati Lakshmi Prasad

Design Directions

Gunam is reflected through silhouettes that are l**ight and feel good** for the wearer, including **cotton and other natural materials.**

The **colours are subtle** and mostly **lack patterns.** This reflects a **mindful and health-based living.**

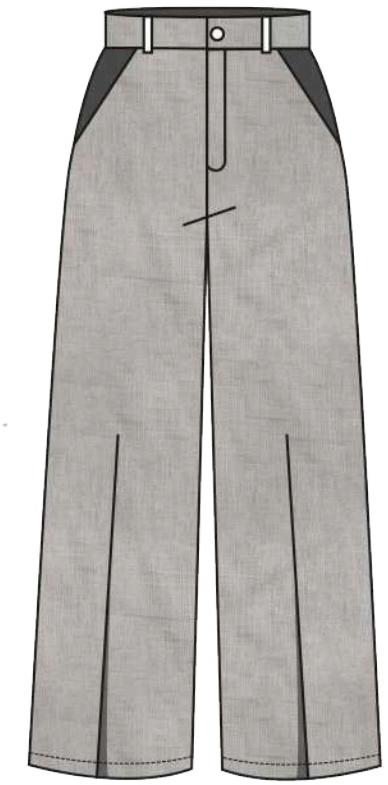
Overall Print Linen Saree with Relaxed Blouse



Straight Fit Indian Shirt with Button Details

Relaxed Short Kurti Top with Multi-coloured Print

Men's Striped Cotton Kurta Set



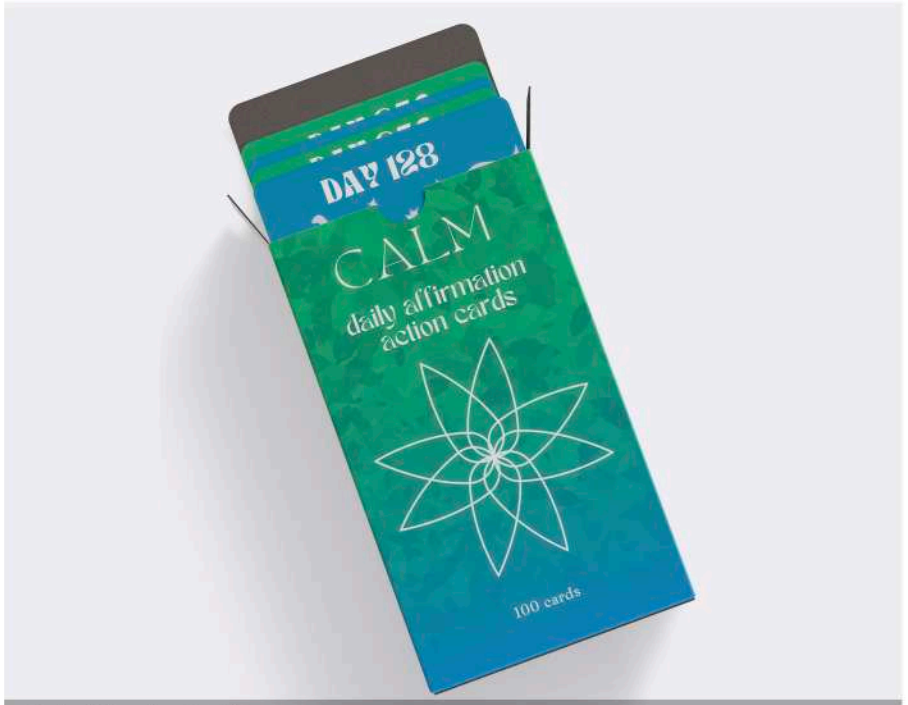
Men's Striped Linen Casual Pants

Cotton Light Grey
Swatch - 1

Cotton Dark Grey
Swatch - 2

6.33 Design Application Beyond Apparel

Striped complementary coloured Cotton Bed Set



Daily Affirmation Card Game

Velvet scarf with geometric flower print

Fleece blanket in irregular tie-dye print

Subtle monochrome Leaf Print on Canvas Pouf

Directives for Weavers | Textiles

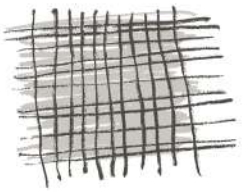
Utilising select images from the 'CU.RE' theme, here presented are a series of examples showcasing the practical application of insights derived from this book within the domain of textiles and weaving.

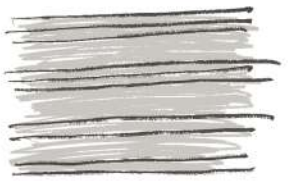
(Images 1, 3 & 4) The textiles are a direct reflection of responsibility being a key value of the story. Organic cotton, natural dyes, and a soothing palette with subtle linear lines can be developed in stripes and checks.

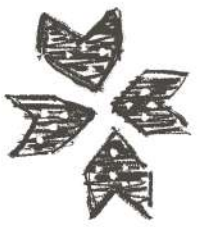
(Images 2 & 3) Environmental awareness as a central value can be explored through patchwork or by using textile waste strips for weft yarns. Motifs can also be contemporized and used in tandem with traditional motifs to create subtle, impactful messages.

(Images 4, 5, 6) Tactility and the inherent value of the textile are of high importance. This can be explored through extra weft motifs, experimenting with slub yarns, hand-spun yarns, and varied thread counts to bring more focus on the texture of the fabric.

Suggestive Motif Design





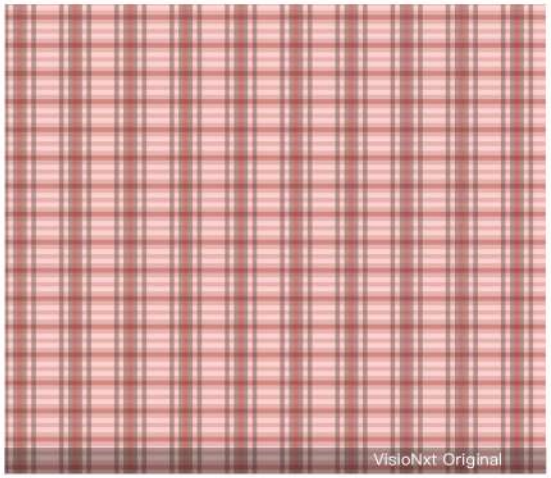


Suggestive colors

This section illuminates a prospective range that serves as a guiding reference for decisions within the realm of colour. These can be applied in diverse permutations and combinations during the creation of textiles or crafts. Essentially, it offers recommendations on the ideal colours of dyes to complement your threads or fabric when drawing inspiration from this theme.

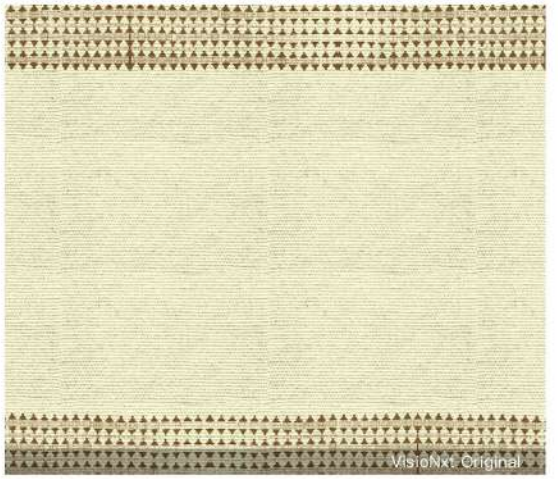
मरुदानी हरा Marudaani Green	प्याज गुलाबी Pyaaj Gulaabi	मक्खन Makkhan	टील् Teel	हिमालय नमक Himalayan Namak	माटी भूरा Maati Bhura

Suggestive Weave Designs



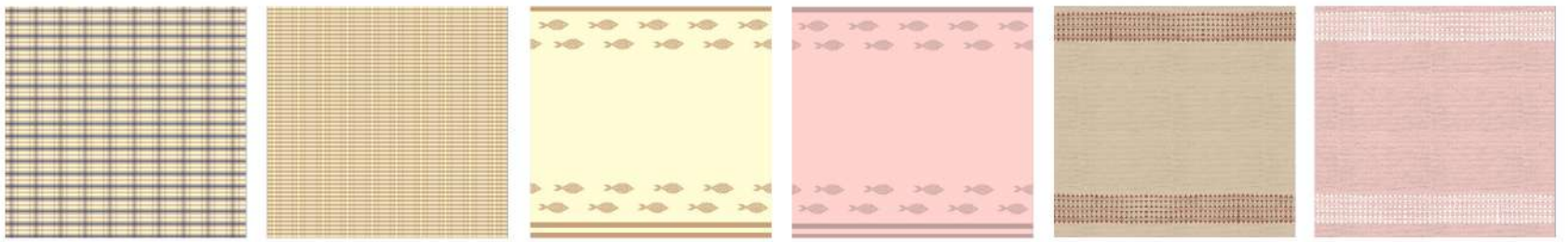
The Kunbi weave can be created with the palette of suggestive colours.

The Jamdani can incorporate subtle contemporary motifs alongside traditional elements.

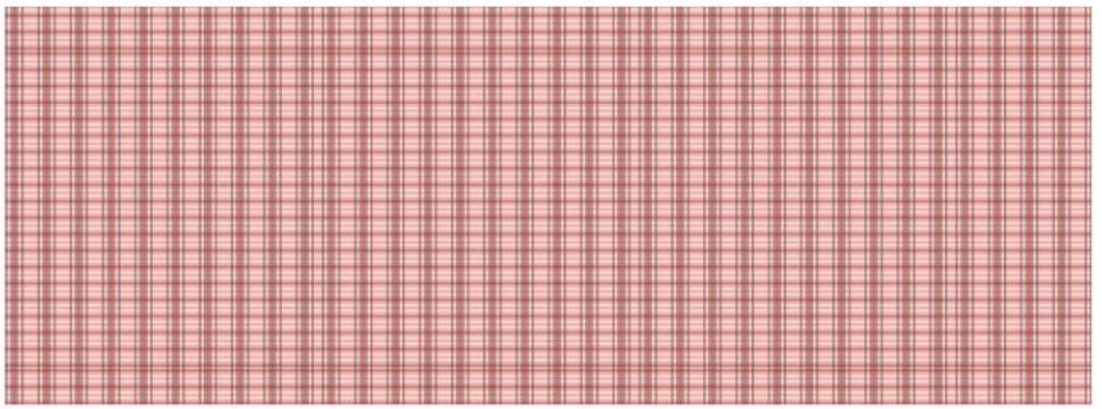


The Kotpad Khadi is an exemplar of tactility being the central focus; soothing designs can be developed by dyeing threads in suggestive colours.

Suggestive Colour Options :



Yardage Developed from a Suggestive Weave Design Option



Sample Product Developed

COLOR GLOSSARY

MAATI MARABU

1 Gerua | गेरुआ
Hex code - C56F33
PANTONE P 28-6 C

2 Tej Patta | तेज पत्ता
Hex code - C9D1A4
PANTONE 580 C

3 Haldi Peela | हल्दी पीला
Hex code - BE9102
PANTONE 117 C

4 Maharani Pink | महारानी पिंक
Hex code - DB229D
PANTONE Pink C

5 Maati Bhura | माटी भूरा
Hex code - C69F78
PANTONE P 26-10 C

6 Baadami Safed | बादामी सफ़ेद
Hex code - FBF6E6
PANTONE P 1-9 C

LARGER THAN LIFE

19 Taaza Neel | ताज़ा नील
Hex code - 0012F5
PANTONE Blue 072 C

20 Jungli Hara | जंगली हरा
Hex code - 1F6331
PANTONE P 150-15 C

21 Amla | आँवला
Hex code - C2D668
PANTONE P 163-14 C

22 Daalcheeni | दालचीनी
Hex code - CE902B
PANTONE P 18-7 C

23 Space Purple | स्पेस पर्पल
Hex code - 49266E
PANTONE P 94-15 C

24 Galaxy Blue | गैलिक्सी ब्लू
Hex code - 060987
PANTONE 2738 CG

Mind to Mine

7
Ratri Kaala | रात्रि काला
Hex code - 2A2121
PANTONE BLACK C

8
Kora Safed | कोरा सफ़ेद
Hex code - F3F3F2
PANTONE Cool Gray 1 C

9
Gaadha Lavender | गाढ़ा लैवेंडर
Hex code - 787391
PANTONE 667 C

10
Slate Grey | स्लेट ग्रे
Hex code - B8BDBA
PANTONE 5665 C

11
Chatak Naarangi | चटक नारंगी
Hex code - F26C22
PANTONE 165 C

12
Denim Blue | डेनिम ब्लू
Hex code - 82A6B8
PANTONE 535 C

Dear Dark

13
Khufiya Kaala | ख़ुफ़िया काला
Hex code - 000000
PANTONE BLACK 6 C

14
Laal Gulaab | लाल गुलाब
Hex code - CD1F27
PANTONE 1795 C

15
Khatta Peela | खट्टा पीला
Hex code - F5EC11
PANTONE 3945 C

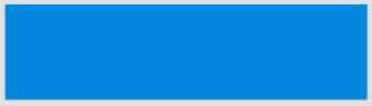
16
Khatta Hara | खट्टा हरा
Hex code - C7D92B
PANTONE P 163-8 C

17
Pinky Peach | पिंकी पीच
Hex code - F7D7C1
PANTONE P 35-9 C

18
Matmaela Safed | मटमैला सफ़ेद
Hex code - ECECEC
PANTONE Cool Gray 1 C

Khel.tlin

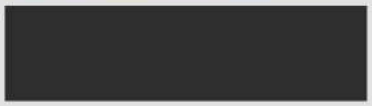
25
Cyber Magenta
Hex code - CC66CC
PANTONE 252 C

26 
Neela Kalam | नीला कलाम
Hex code - 0388E0
PANTONE Process Blue C

27
Chatak Hara | चातक हारा
Hex code - 92FF7E
PANTONE 7487 C

28
Reth | रेत
Hex code - D9C988
PANTONE 615 C

29
Swarna | स्वर्ण
Hex code - EEDB59
PANTONE 113 C

30 
Raakh | राख
Hex code - 2E2E2E
PANTONE BLACK C

Cu.re

31
Marudaani Green | मरुदानी हरा
Hex code - 5D7124
PANTONE 7498 C

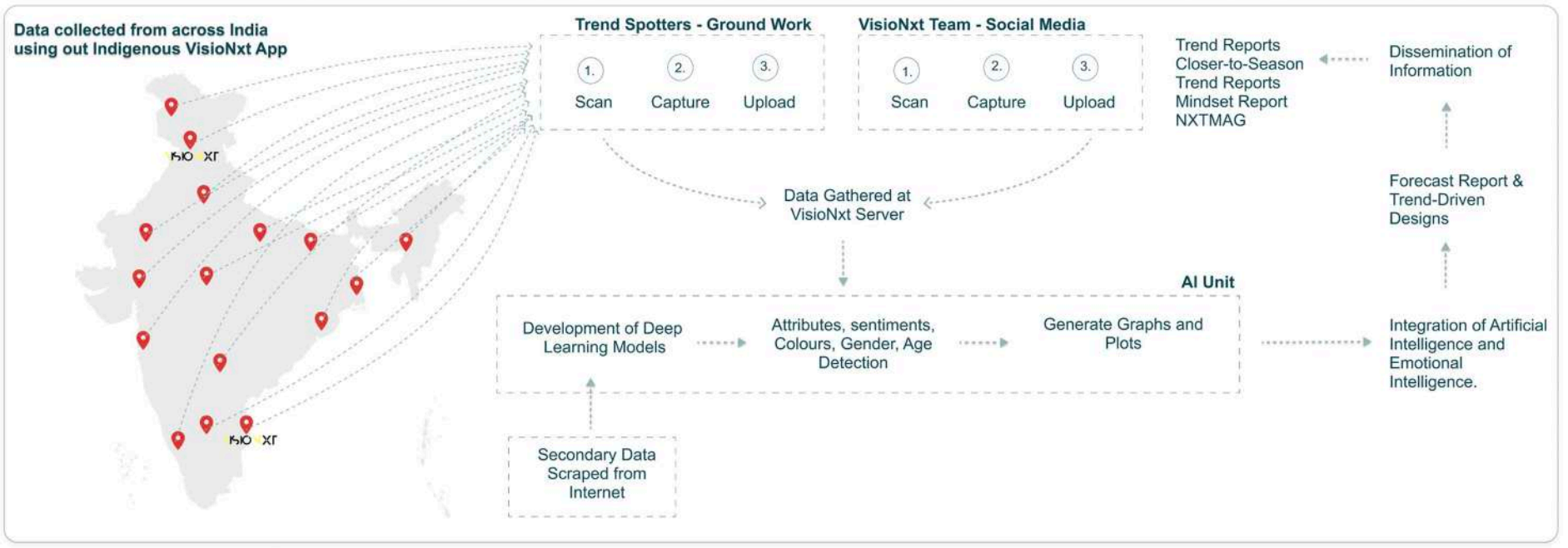
32
Pyaaj Gulaabi | प्याज गुलाबी
Hex code - A1778D
PANTONE 7646 C

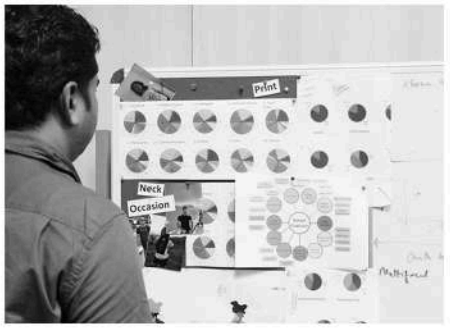
33
Makkhan | मक्खन
Hex code - FFFDD5
PANTONE Yellow 0131 C

34
Teel | टील्
Hex code - 2E605A
PANTONE 626 C

35
Himalayan Namak | हिमालय नमक
Hex code - FFD2CE
PANTONE 706 C

36
Maati Bhura | माटी भूरा
Hex code - C6A078
PANTONE 728 C





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(a)

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(c)

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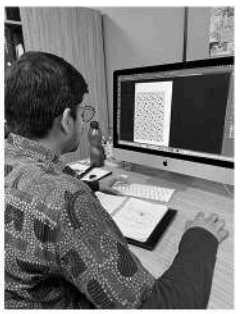
(d)



ABOUT US

समानी व आकूतिः समाना हृदयानि वः।
समानमस्तु वो मनो यथा वः सुसहासति॥ - Rigveda 10.191.3

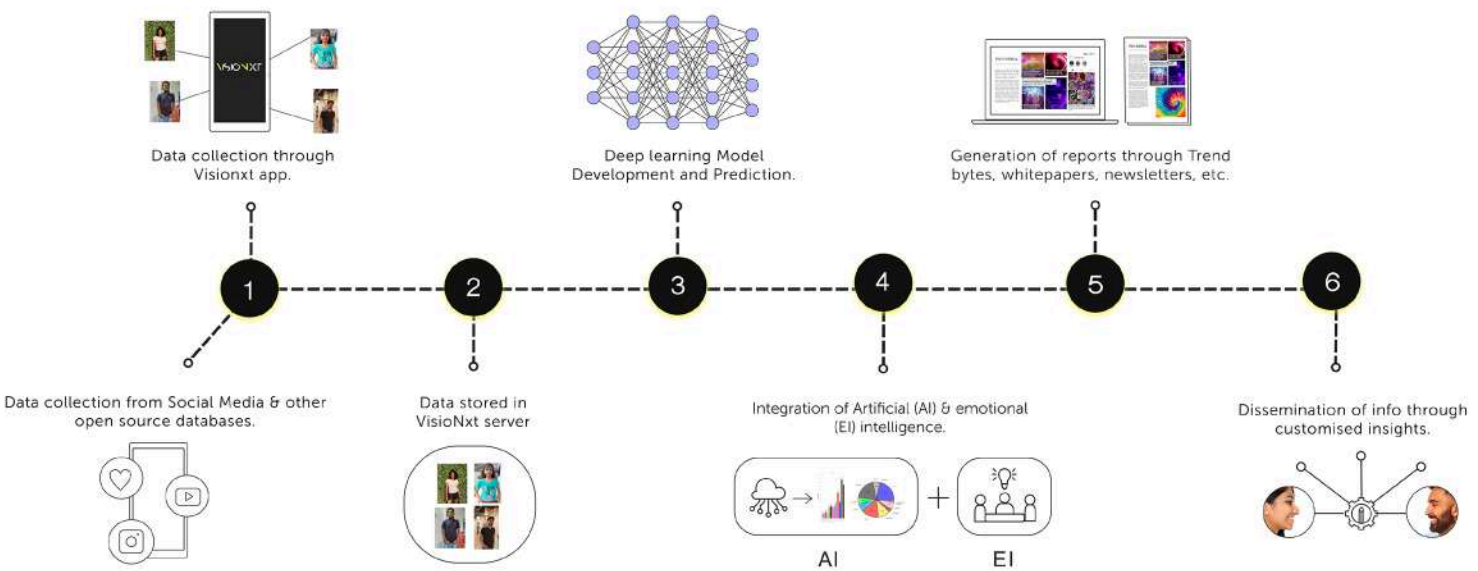
The above sloka from Rigveda (the oldest known Vedic Sanskrit text) emphasises on the union of purpose through harmony and collectiveness of mind in the same way all aspects of the universe exist as a whole.

At VisioNxt, we believe that in a pluralistic nation such as ours, only a holistic state of mind can truly bring in foresight that envisions the future. We strongly believe in 'oneness' and our goal to create a unique forecasting system that synergises **Artificial Intelligence** (AI) with **Emotional Intelligence** (EI) captures the same. We have developed a hybrid model to map emerging trends and forecast using an unparalleled deep learning model called '**DeepVision**' which has been built over **70,000+ primary and 2,80,000+ secondary image data**. Tested successfully, the data is backed by a first of its kind **Indian fashion-wear taxonomy curated in-house**, beholding over **60 indigenous and 40 western product categories**.

VisioNxt is the only trend insights research lab in India that obtains this data through a network of over **800+ trained trend spotters** spread across **16 cities** in India that capture not just the mood, spirit and 'everyday happenings' but also numerous emerging product details and DIYs through a unique ethical data aggregator mobile app. The VisioNxt spotters are trained using a distinct training module developed by us called '**TrendOrb' which stands on 6 pillars of learning, namely, - scan, capture, map, cluster, analyse and present**, in that very order respectively. This rigorous training process enables the trend spotters to see through a clutter of endless visual cues, and submit novel observations and findings. The continuous dialogue in our private social network channels ensure that we segregate 'hype' from 'directions' and map 'shifts' not only in fashion but also in the cultural and psychological space we operate in. **Big data and 'DeepVision'** allows us to process this enormous amount of information on a daily into specific ever-evolving dynamic trend clusters.

The core research laboratory of VisioNxt is nestled in Chennai. More than **40 academicians** and domain experts, **10+ key industry advisors** and **10+ dedicated core team members** cohesively map each emerging archetype as a collective zeitgeist and visualise the same in context to the fashion and retail industry. Every day, the team comes together to brainstorm and identify signals and directions for the emerging consumer landscape that incorporates **socio-cultural, technological, economic, environmental, as well as political elements** influencing sentiments and mindsets at large, to eventually deliver a consolidated industry-ready trend report.

HOW WE WORK



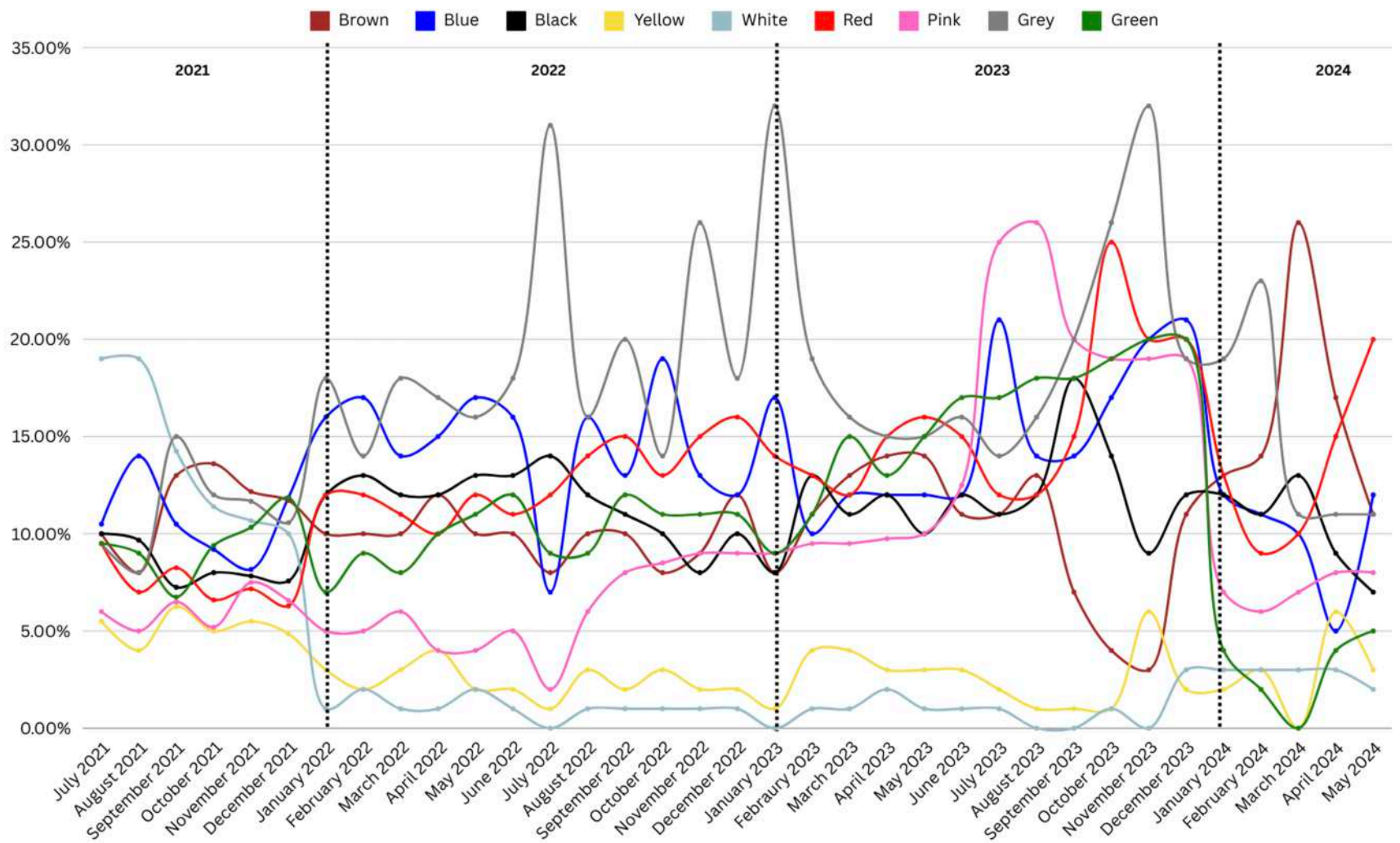
TREND EVOLUTION

2021 - 2024

With more than 2,80,000 data points, VisioNxt's (DeepVision) deep learning model is reliable and ethically approved. Over 800 trained Trendspotters - a select group of ambitious NIFT students-collect fashion signals, which are processed in this system. The deep learning model was developed to identify over 130 product categories. A unique taxonomy was specifically created to build such an elaborate model. The results thus obtained are further visualised as infographics and analysed by the Emotional Intelligence (EI) team. The analysis is rendered into industry-ready periodical reports: trendbooks, closer-to-season trend reports, micro-reports, mindset books, and blogs.

EVOLUTION OF COLOUR TREND (JUL'21 - MAY'24)

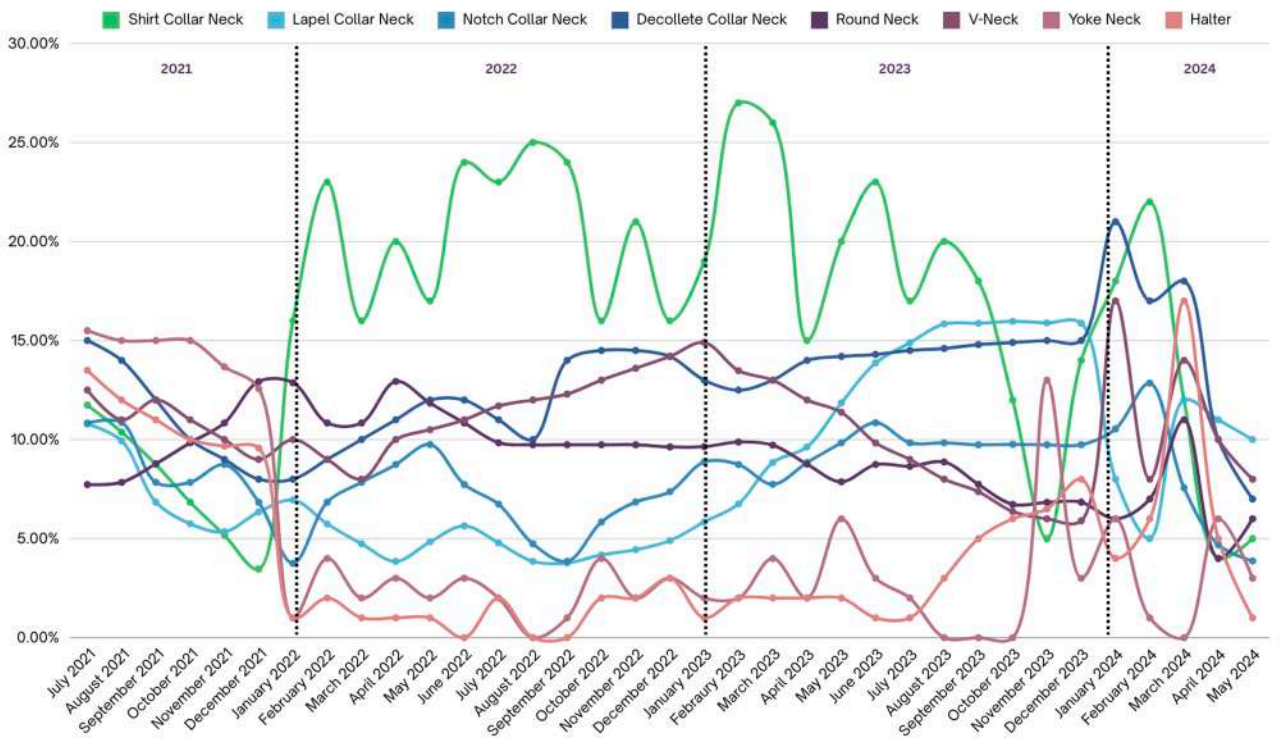
- The colour blue has stabilised over time, which is indicative of the omnipresence of denim. The rising demand is observed in entire apparel categories with a focus on said fabric.
- The colour yellow gained popularity in 2022 and gradually gained more prominence in 2023.
- The aggressive marketing campaign for Barbie subliminally impacted clothing choices months before its release. Post-release, the colour was unabashedly embraced and strong sentiments of affiliation were observed.
- Red has a cyclical resurgence during the latter half of every year. This owes to the major role the colour plays in festivities across cultures.



EVOLUTION OF NECKLINES OVER TIME (JUL'21 - MAY'24)

Collars have gained prominence which owes to the rising popularity of power dressing. This is also in alignment with the preference of tailored fits and the look of androgyny.

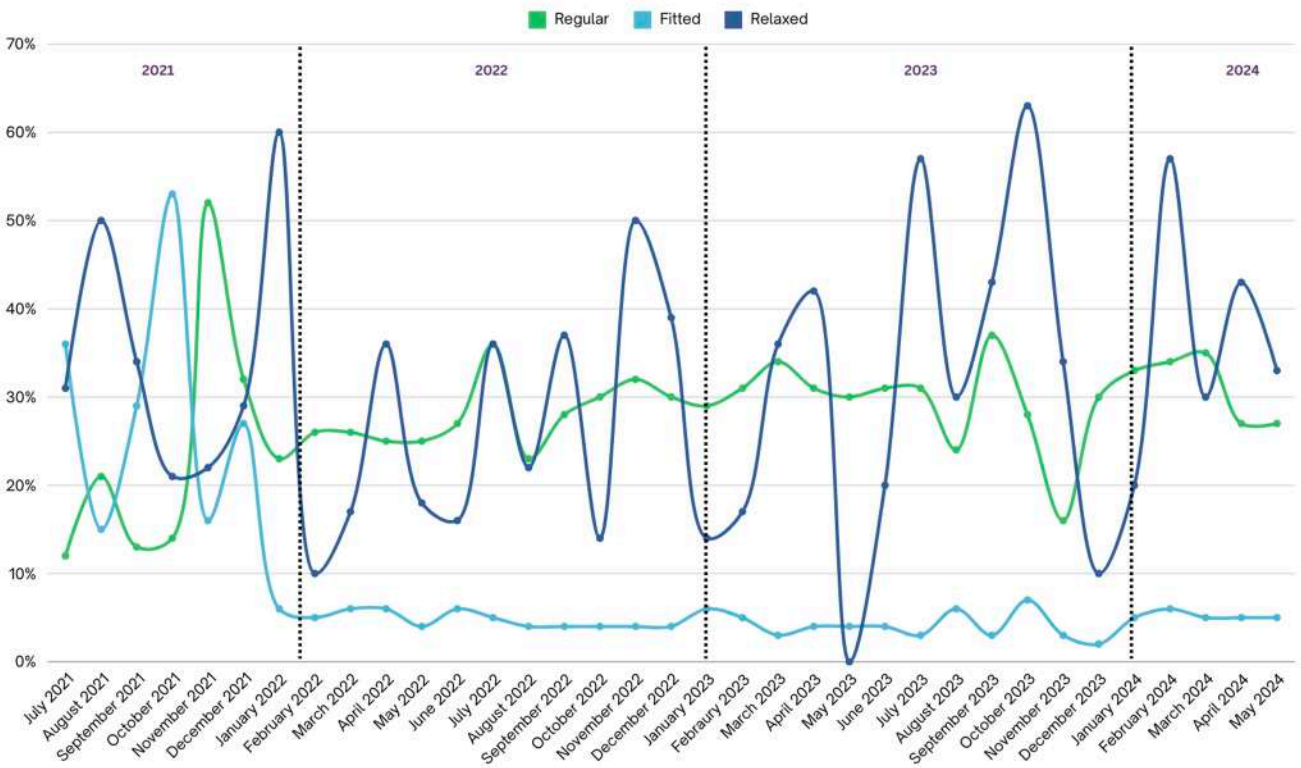
One also observes a juxtaposition with near equal traction gained by both the decollete and zero necklines.



EVOLUTION OF FIT TRENDS OVER TIME (JUL'21 - MAY'24)

The data corroborates a periodical and cyclical preference. This aligns with shifts in tailoring, layering and fabric choices.

Once again there is a popularity of divergent mindsets with near equal gravitation toward relaxed and tailored fits



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Story 4 - Left image by Evie S

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1. Maati Marabu : 1.1 Sparsh - Cord, No grey area, Shades of India **1.2 Kal to Kalture** - Simar Dugal, the Pot Plant, Joskai Studio **1.3 Dhairya 2.0** - Pratha, Cord, No border shop, RafudIndia
2. Mind to mine : 2.1 Rules - Norblack Norwhite, Urvasi Kaur, Raw Mango **2.2 Minus--Plus** - Norblack Norwhite, Rajeshpratap, Karrtik D, Biskit **2.3 Kaum-unity** - Meesha, bewaqoof, Urban Monkey, Prxkhxr
3. Dear Dark : 3.1 Art-i-vism - Two Point Two, Divyam Mehta, Huemn, Mohammed.mazhar.offcial **3.2 Neo-Naqaab** - Two Point Two, Nicobar, Sabyasachi, Shutiq Official **3.3 Bare-D** - Aakaro, Heena Agrima
4. Larger than Life : 4.1 Senscape - 431-11, Liz Paul, Eka Stories **4.2 Mann Mandal** - Pratap, Norblack Norwhite **4.3 Future Capsule** - Bloni, Huemn, Akaro, Norblack Norwhite, Rimzim Dadu, Line Outline
5. Khel Talin : 5.1 Playcation - Roch studio, Jeetinder Sandhu, Kanika Goyal label, Dhruv Kapoor **5.2 So.Play** - Bisou by Sachi, Sazo, Doh Tak Keh **5.3 Act-I-Witty** - Doodlage, Péro
6. Cu.Re : 6.1 Bhoomika - Walking Vertical, Darwaza **6.2 Vocall** - Im wip **6.3 Gunam** - The Summer House, Naushad Ali, Cord

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TREND INSIGHT AND FORECASTING LAB

Ministry of Textiles
Govt. of India