

"CLOSE-TO-SEASON" TREND REPORT

An Insight into T-Shirts by VisioNxt Trend Insight and Forecasting Lab

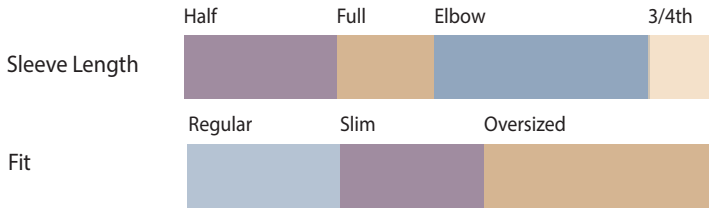


Insights from DeepVision

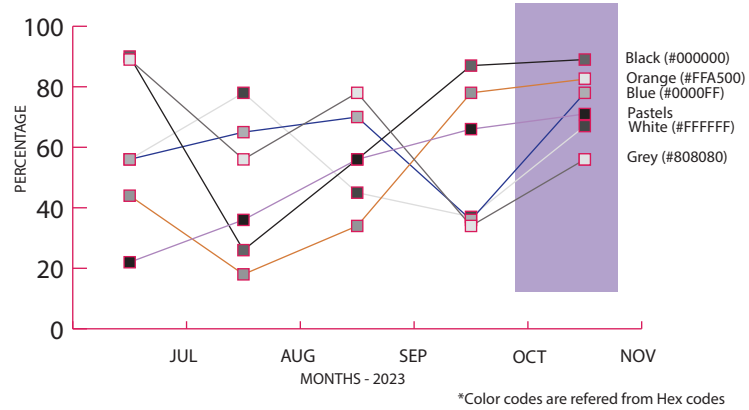
According to Technopak Analysis, the T-shirt industry in India is worth 5,400 crore rupees (approximately 811.7 million US dollars) and growing exponentially. VisioNxt predicts that the market will grow even faster due to the rising population of Gen Z coming at an age of earning their first salaries and eager to establish their fashion statement.

VisioNxt (initiative of NIFT under the R&D scheme of the Ministry of Textiles, Government of India) has an indigenous Indian fashion forecasting system backed up by Artificial Intelligence (AI) and Emotional Intelligence (EI). The fashion signals collected by our 800+ trained Trendspotters across the nation are processed using the robust, ethically certified deep learning model (DeepVision) developed with 130+ product categories. An unique taxonomy is specially developed for India to analyse trends. The results are further visualized as infographics and trend reports to share accessible insights with the fashion and retail industries of India.

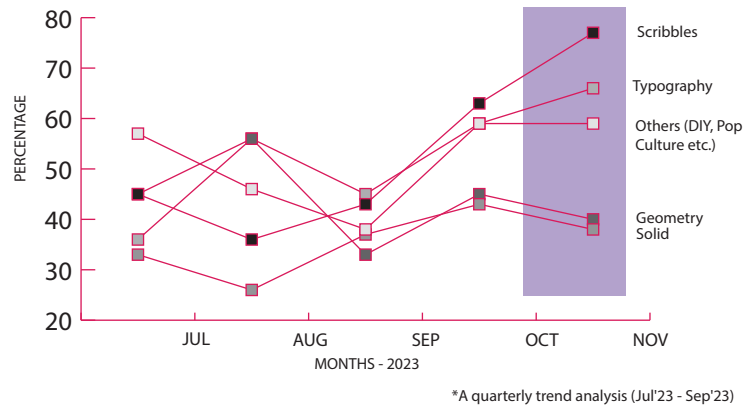
ATTRIBUTE POPULARITY FROM JUL - SEP 2023



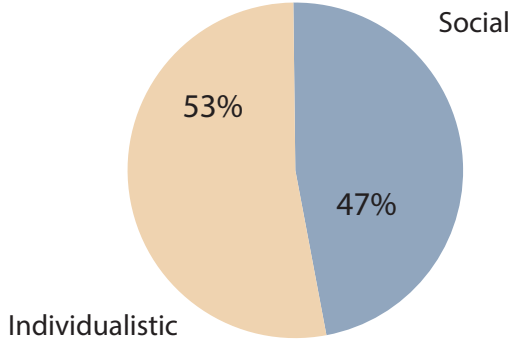
POPULAR IN COLOUR



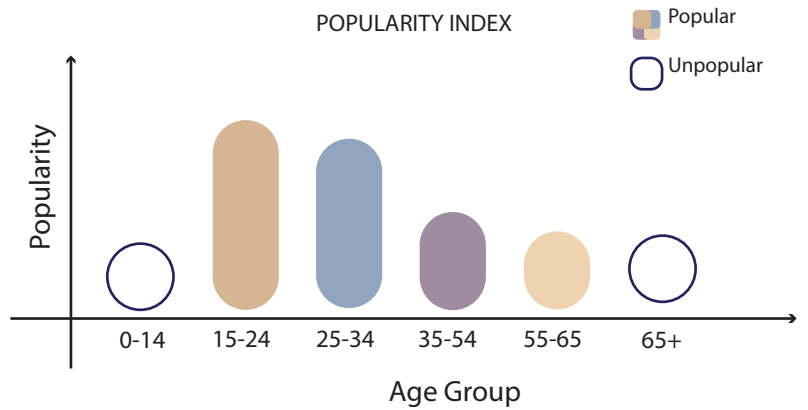
POPULAR IN PRINTS & PATTERN



CONSUMER SENTIMENTS



POPULARITY INDEX



Trends Spotted by VisioNxt



Typo-graffiti



Space-No Space



Futuristic-psych



Face-graphy (Explorations with characters and type)

Trained Trendspotters across India have gathered data about the signals that are up-and-coming.



👁️ On our Brand Watch



@doh_tak_keh



@thesouledstore



- HUEMN
- Souled Store
- Doh Tak Keh



@_huemn

➡️ Design Directions for Tomorrow

KAY-OTIC

Creative expression comes in many forms. In the current fashion scene, there is a rise in chaotic creativity. Brands can focus on individualistic prints that are not perfect but perfect enough to emote one's feeling. Kay-otic talks about simultaneous acts of dissonance observed visually through bold prints and graphics embodied on the back of the T-shirt.

Suggestive print directions



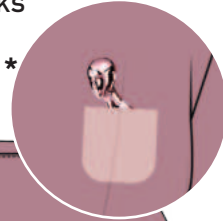
Back view

scribbles-
imperfect prints

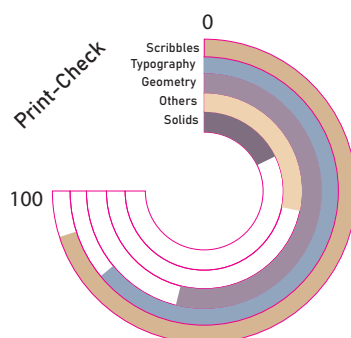
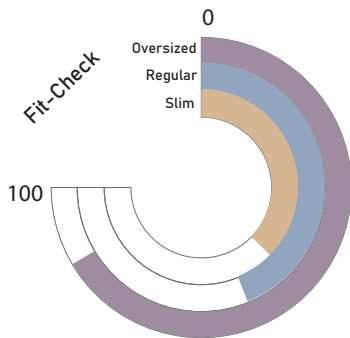


Back view

*Pocket detail



Trend-o-Meter : Key Action Points



*Artwork generated by AI

Front view

This exclusive micro report is prepared by VisionNxt by closely monitoring the changing fashion landscape in India along with real-time data. The DeepVision model has been built with over 54,000+ primary image data and 70,000+ secondary image data to prepare industry-ready reports. VisionNxt has two core research labs: The Insights Lab in Chennai and the Creative Lab in Delhi. 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 visualize the same in context to the fashion and retail industry. For more information, visit www.visionxt.in