

“CLOSE - TO - SEASON” FASHION TRENDS

An Insight into Women’s Footwear Trends by NIFT VisioNxt

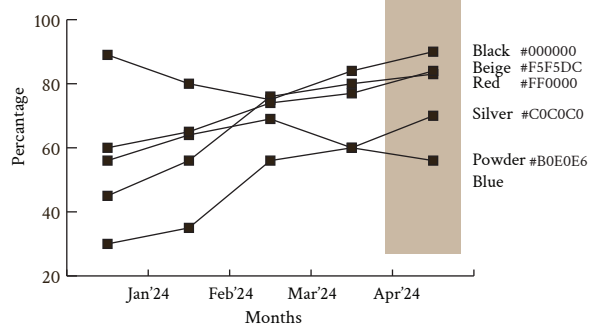
Insights from DeepVision

The footwear market in India is constantly growing, the revenue generated by this market in India in 2024 amounts to US\$26.06bn. Globalisation, and other factors contributing to this market, it is expected that it will continue to grow annually by 4.85% (CAGR 2024-2028).

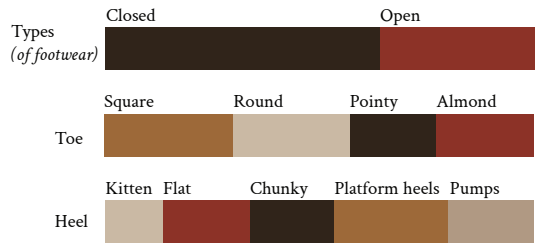
Ref: <https://www.statista.com/outlook/cmo/footwear/india>

NIFT VisioNxt is the first trend forecasting initiative for India. It is 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 100+ product categories. An unique taxonomy with 100+ product categories is specially developed for India to analyse localised trends. The results are further visualised as infographics, closer-to-season trend reports, micro trend reports, mindset reports, and trend books to share accessible insights with the fashion, retail, manufacturing, startups and weaver community of India.

POPULAR IN COLOR

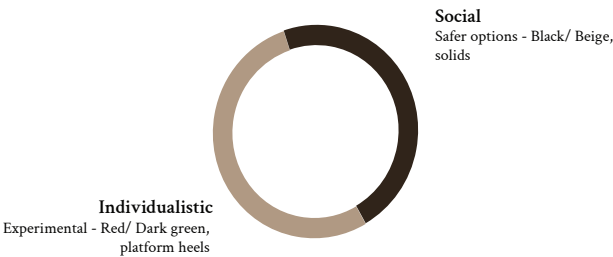


ATTRIBUTE POPULARITY JAN'24 - APR'24

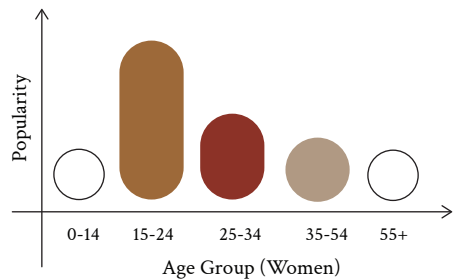


*A quarterly trend analysis

CONSUMER INSIGHTS



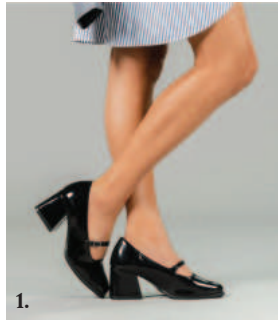
POPULARITY INDEX



Trends Spotted by VisioNxt



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



1. Theater
2. Fizzy Goblet
3. Kilchu
4. ik0h0

 Design Directions for Tomorrow

Sole-ly yours 

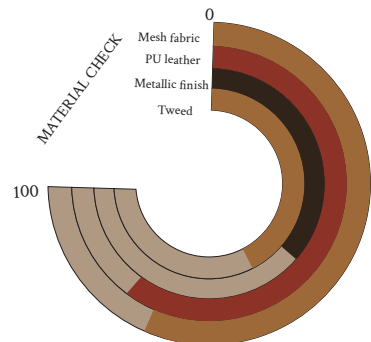
The resurgence of neo-romantic narratives in cinema, exemplified by films like "Archie's" and the recent "Heeramandi," has sparked a renewed interest in dark academia aesthetics. This cultural shift is notably reflected in footwear trends, characterised by the popularity of platform soles and feminine shoe styles.

Theme: Darker aesthetics have captivated fashion trends across borders, blending seamlessly with Indian sensibilities. Last summer's trend of heavier, deeper shades persists, merging elements of dark academia into garments and accessories. Bigger silhouettes and boxy structures prevail, especially in formal shoes, balancing subtlety and structure. Sole-ly Yours embraces this allure, promising to deliver darker hues throughout the summer, staying true to the trend's essence.



Design Directions: The resurgence of materials like PU leather and metallics is injecting a fresh twist into everyday footwear styles. This trend is particularly noticeable in the realm of dark academia aesthetics, where conventionally feminine shoes are being revamped with thicker soles, adding an edgy yet sophisticated touch. Brands are gravitating towards closed-shoe designs such as Mary janes, loafers, penny loafers, and mules, embracing the resurgence of classic silhouettes. A notable shift can be observed in the toe shapes, with a move towards more relaxed, boxy, and rounded styles, popularising square-foot and rounded shapes once again.

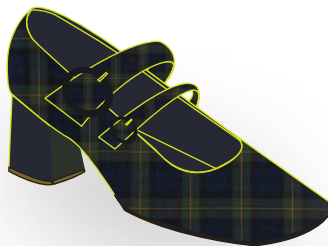
TREND-O-METER



On-the-go Mary Janes



Coquette-inspired flats



After school Jane's