

“CLOSE - TO - SEASON” FASHION TRENDS

An Insight into Menswear Trends by NIFT VisioNxt

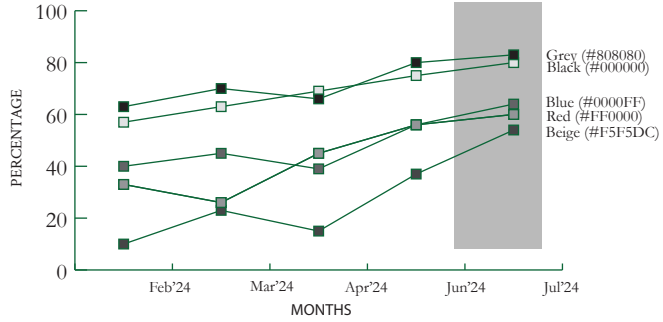


Insights from DeepVision

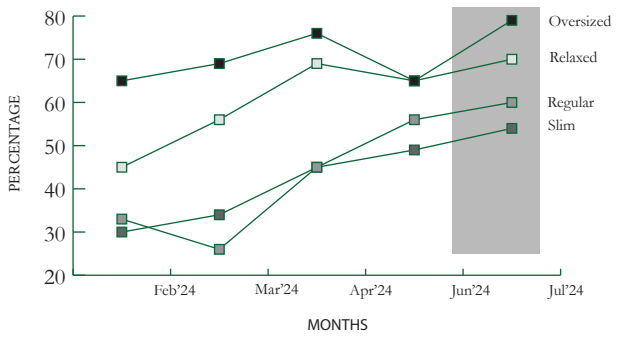
The revenue in Men’s Apparel market in India amounts to US\$31.1 bn. The market is projected to reach a growth rate of 3.93% (CAGR 2024-2028). When we look at the Indian market, ethnic clothing like kurta-pajama and sherwanis are seeing a rise in India. (Statista (March 2024))

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 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



POPULAR IN FIT



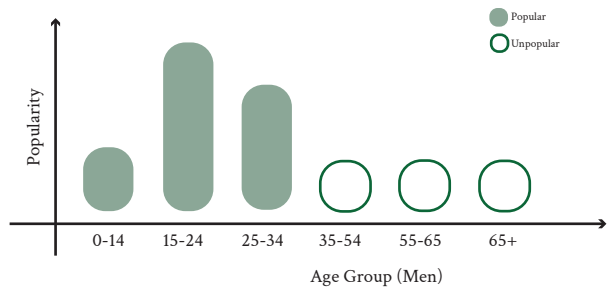
CONSUMER INSIGHTS



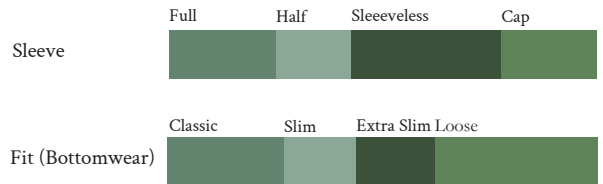
Individualistic
Experimental - cybersigilism, heavy cargo pants, heavy printed racer jackets

Social
Safer options - regular fit, minimal tanks, utilitarian jackets

POPULARITY INDEX



ATTRIBUTE POPULARITY FROM FEB 2024 - JUN 2024





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

👁️ Brands to watch

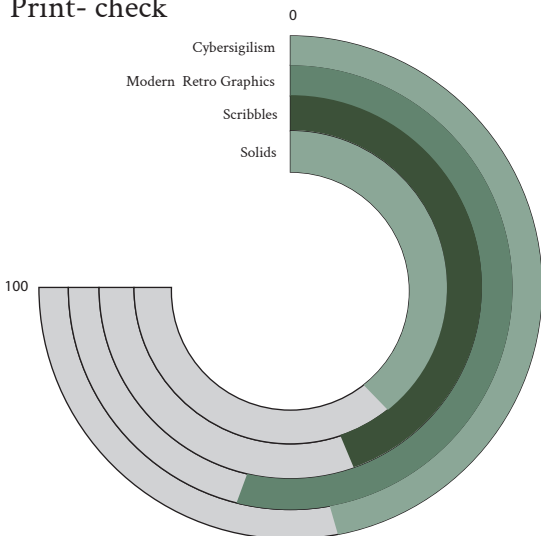
1.



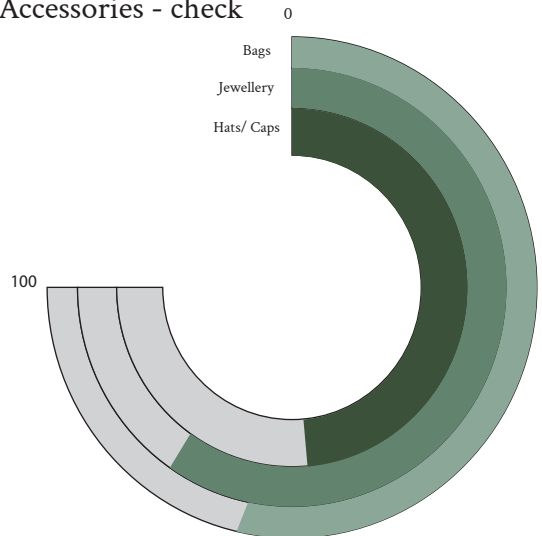
1. Turnt up
2. Jaywalking
3. BonkersMan
4. Lemonaed
5. Baazmania

TREND-O-METER

Print- check



Accessories - check

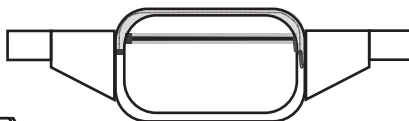
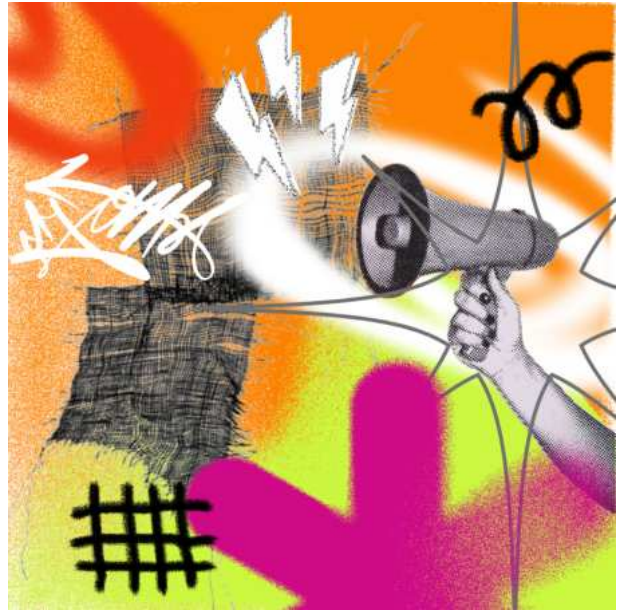


MOTO-MOD BOYS

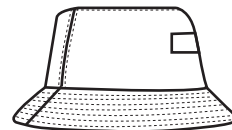
The lexicon of men's fashion is now seeing a shift towards masculinity and portrayal of power through larger silhouettes via jackets and bombers. This is strongly punctuated by an increasing interest in motor sports, racing, and formula one which earlier had a niche audience. Accessibility is a key factor that has resulted in the growth of viewership and subsequently influenced fashion. The emerging underground hip hop culture within India is also a driver of this emergence.

Theme: The emergence of street style exemplifies the trickle-up theory, where everyday designs become part of high fashion and general "fashionable" consumption. These ensembles heavily influence rap and hip-hop culture, as well as motorcycle culture, incorporating a confluence of global and Indian elements that appeal to our cohorts.

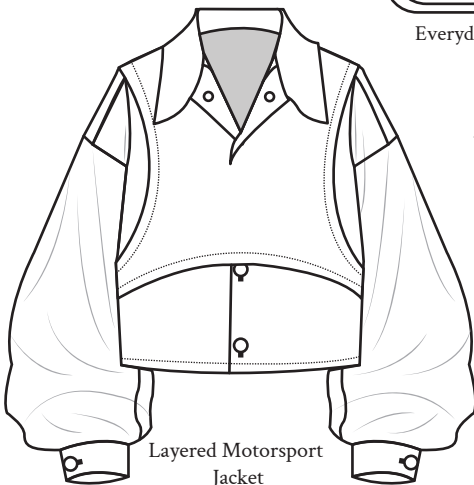
Design Directions: The resurgence of utilitarian design elements is injecting a fresh twist into menswear outerwear. This trend is particularly noticeable in the realm of street-style casuals, where oversized silhouettes and an abundance of multiple pockets are adding a functional yet stylish touch. Brands are gravitating towards versatile and practical designs, embracing the resurgence of everyday comfort and functionality. A notable shift can be observed in the choice of fabrics, with a move towards durable materials, popularising heavy-duty cottons and technical fabrics.



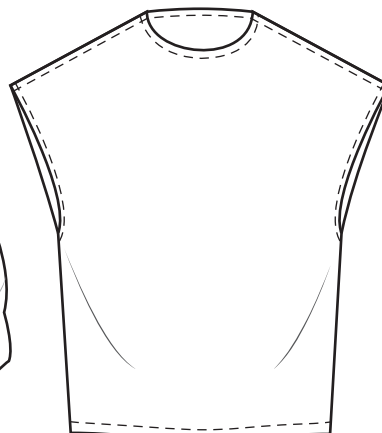
Everyday Fanny



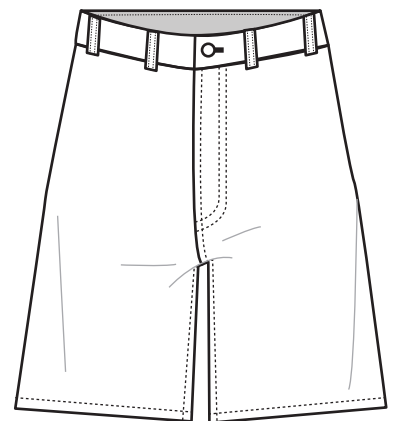
No-Shade Hat



Layered Motorsport Jacket



Trouble Tank



No-String Jorts