

# “CLOSE - TO - SEASON” FASHION TRENDS

An Insight into Ethnic Wear Trends by NIFT VisioNxt

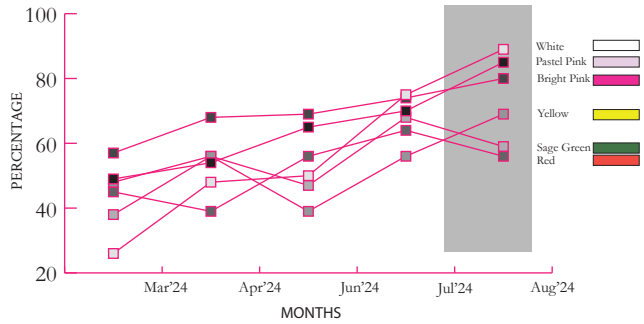


## Insights from DeepVision

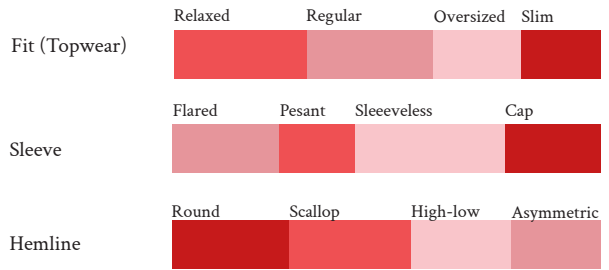
The Indian Ethnic wear market is continuously expanding and it is estimated to grow by USD 34.44B at a CAGR of 7.42% between 2022 and 2027. Various factors contribute to its growth like the expansion of the market, and emergence of new brands in India. (Ref: Technavio)

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.

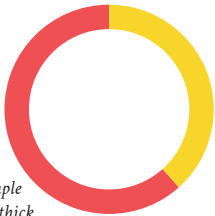
## POPULAR IN COLOR



## ATTRIBUTE POPULARITY FROM MAR 2024 - JUL 2024



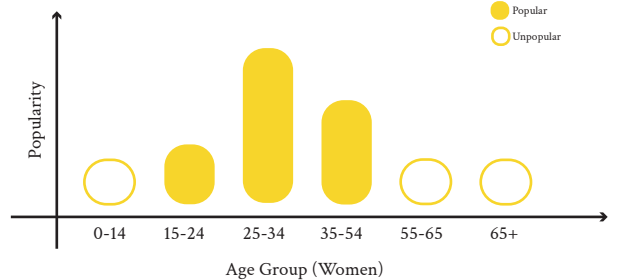
## CONSUMER INSIGHTS



**Individualistic**  
Experimental - multi-layers,  
exaggerated sleeves, gold floral  
applique

**Social**  
Safer options - simple  
translucent layer, thick  
organze, minimal embroidery

## POPULARITY INDEX



## Trends Spotted by VisioNxt



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





- From Left to right
- 1.Label Ekadi
  - 2.Shivani Bhargava
  - 3.yam.india
  - 4.Ohfab
  - 5.Vineeth Rahul



➔ Design Directions for Tomorrow

# Wander Phool

Though June and July mark the arrival of the monsoon winds, they also carry the lingering sentiments of summer. Holidays and vacations blend seamlessly with the myriad festivities that fill the Indian calendar. This period sees the rise of a particularly intriguing segment: **Ethnic Resort Wear**. It's as if people wish to carry the vacation spirit into their everyday lives.

*Wander Phool*, a whimsical fusion of wanderlust and the vibrant spirit of 'phool' (flower in Hindi), captures the essence of a dreamy summer getaway. It evokes the free-spirited feeling often associated with summer. **Bright colors, complemented by subtle, muted tones**, create a look that resembles a walking flower arrangement or the graceful foliage on a castle wall. This narrative is about someone who exudes sophistication and grace.

**Design Directions:** A palette of juxtaposing soft and bright colours takes center stage. Primary emphasis is on **prints, with subtle embroidery and applique motifs**, one can also observe sheer translucency and a look of layering. Fabrics are soft, sheer, breathable, textured and also seen in **elegant patchwork**.



Orange & Scarlet Garden Dress



Soft Pink Suit with Floral Lace Trims



Suggestive Prints

## TREND-O-METER

