

“CLOSE - TO - SEASON” FASHION TRENDS

An Insight into Womenswear Trends by NIFT VisioNxt

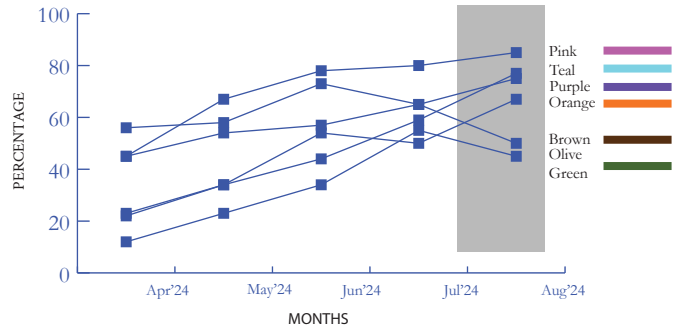


Insights from DeepVision

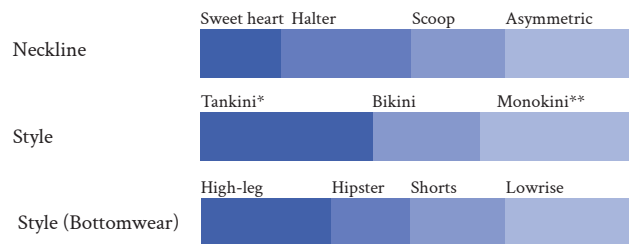
The Women's Apparel market in India is expected to reach US\$51.05bn in 2024, with a projected annual growth of 3.99%. The Sports & Swimwear market is expected to reach INR 2.17bn in 2024, with a projected annual growth rate of 3.50%. The growing middle class and fitness interest in India are driving this growth. (Statista, 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

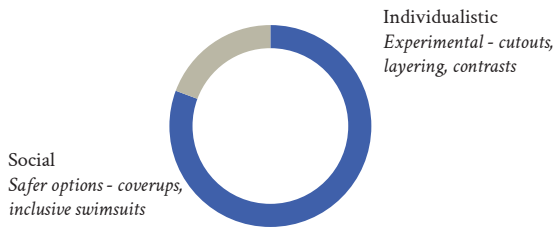


ATTRIBUTE POPULARITY FROM APR 2024 - AUG 2024

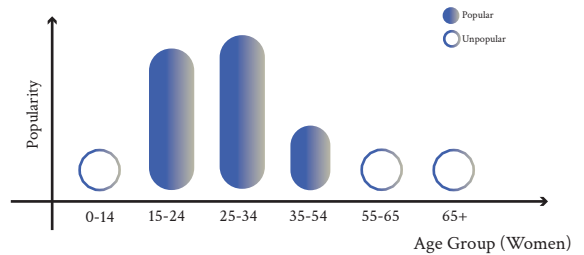


Tankini* Two-piece suit containing a tank top and a bottom
 Monokini** One-piece swimsuit

CONSUMER INSIGHTS



POPULARITY INDEX



Brands to watch

1. Dweep
2. TFW
3. Essgee shop
4. Essgee shop
5. Lemon lords
6. Hene



island daze

Sun-kissed sands and azure waters, colourful umbrellas and fruity cocktails - Summer getaways call for vibrant hues that uplift the mood. Perfectly ideal for sunny island days or breezy resort evenings.

Adorned in a kaleidoscope of colors and textures that reflect the spirit of summer, this season's swimwear and cover-ups effortlessly combine style with comfort. Whether lounging by the pool or sipping cocktails at a beachside bar, they evoke a sense of effortless chic and relaxation.

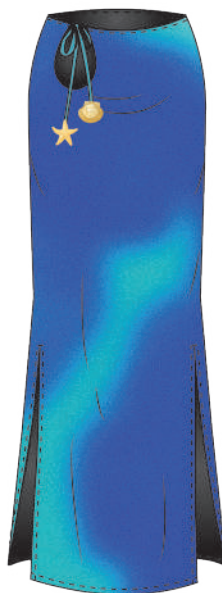
Design Directions: Vacations call for vibrant and flirty swimwear combined with playful cover-ups. From classic triangle bralettes to chic tube tops, swimwear is embracing a fun and bold approach with layering. Picture solid colours, classy stripes, and daring prints all beautifully stacked together. And it's not just swimwear—cover-ups are joining the party with sequins, open knits, crochet, and beads, adding even more flair to your beach look!



Layered Cassata Tankini

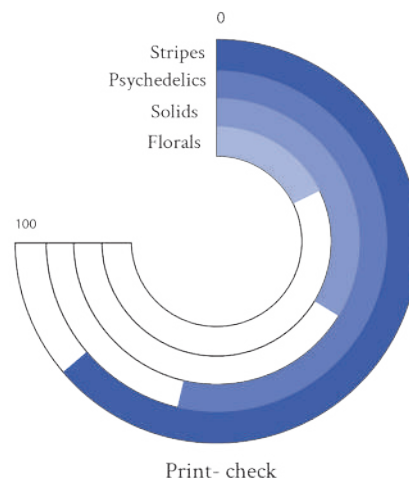


Cutout Riptide Monokini



Sea Shore Cover-up

TREND-O-METER



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