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# WINTERWEAR

*Heating Up the  
Indian Fashion Retail Sector*

## “CLOSE - TO - SEASON” FASHION TRENDS

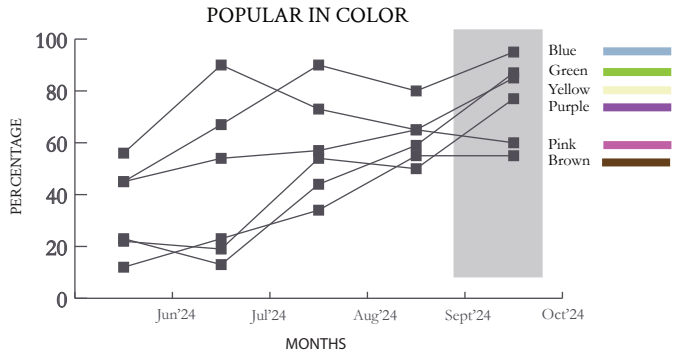
An Insight into Winterwear Trends by NIFT VisioNxt



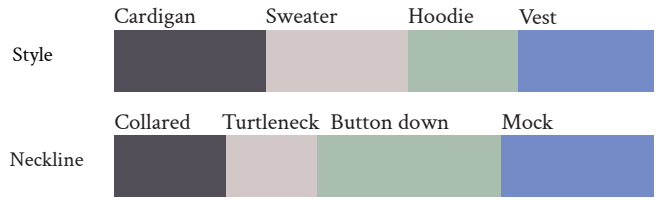
### Insights from DeepVision

India's winter wear market, valued at approximately ₹336 billion in 2024, has experienced significant growth, reflecting a 10% increase since 2014. This rise can be attributed to several factors, including changing climate conditions that have led to colder winters in some regions and a growing interest in fashion among consumers. The market includes a variety of categories, such as jackets, sweatshirts, and thermal clothing, catering to diverse consumer preferences. As fashion trends evolve and the demand for stylish yet functional winter apparel continues to rise, the market is likely to see further expansion in the coming years.

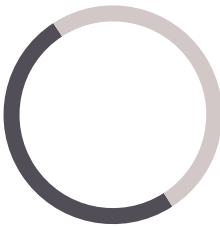
NIFT VisioNxt is the first trend forecasting initiative for India. It is backed up by Artificial Intelligence (AI) and Emotional Intelligence (EI). The fashion signals collected by our 800+ trained Trendspotters across the nation are processed using the robust, ethically certified deep learning model (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.



### ATTRIBUTE POPULARITY FROM JUN 2024 - OCT 2024



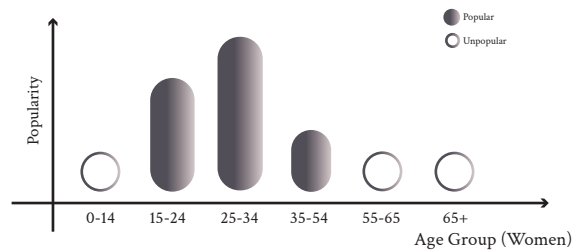
### CONSUMER INSIGHTS



Individualistic  
Experimental - innovative  
fabrics & baggy silhouettes

Social  
Safer options - Nude,  
pastel colors & fitted silhouettes

### POPULARITY INDEX



### Brands to watch

1. Benetton
2. Margn
3. Meko
4. Crclre
5. Only
6. Only



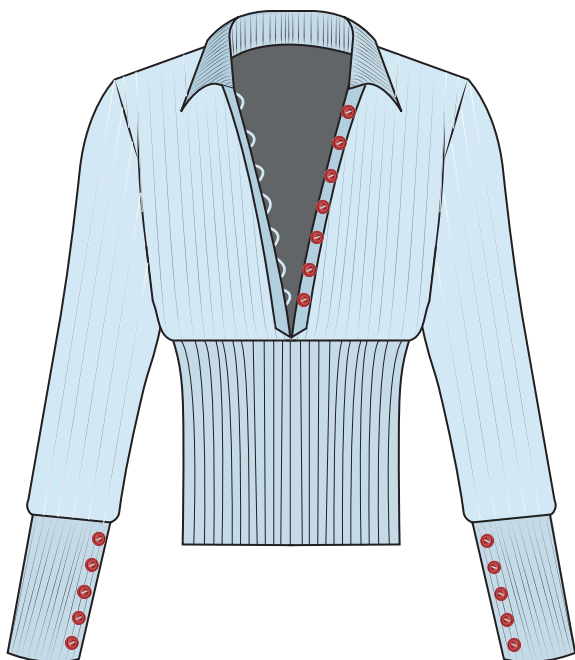
# Country Club

**Theme:** The soft rustle of cashmere in the morning breeze, paired with the quiet elegance of crisp white tennis skirts. Fuzzy sweaters in muted pastels drape effortlessly, blending with the subdued luxury of heirloom pearls. The court gleams under the sun, a perfect contrast to the gentle, lived-in opulence surrounding it. Each moment is a balance of grace and ease, wrapped in the calm of understated prestige.

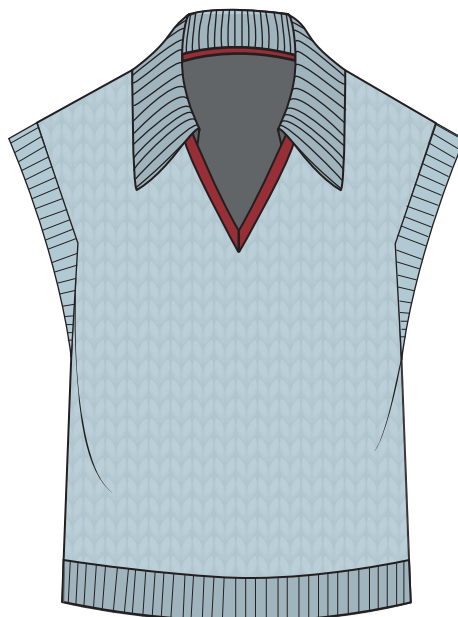
**Observation:** The rise of knitwear trends reflects a significant shift towards comfort, quality, and sustainability in fashion. Soft hues, particularly butter yellow, are gaining popularity, with a 30% increase in pastel colors that add warmth and lightness to wardrobes. Consumers are increasingly prioritizing high-quality knits for their durability and cozy sophistication, suitable for both casual and elevated styles.

Handknitted pieces are sought after for their uniqueness and artisanal craftsmanship, allowing for individuality in fashion. The minimalist aesthetic is also on the rise, focusing on simple lines, muted colors, and functional designs. This approach promotes versatility, making it easy to mix and match outfits effortlessly. Overall, these trends highlight a cultural shift towards valuing comfort and sustainability in modern fashion.

**Design Directions:** Focus on blending timeless elegance with understated luxury. It's characterized by cashmere, fuzzy sweaters, and soft fabrics in muted pastels like powder blue, blush, and beige. Tennis-inspired elements, such as pleated skirts, vests and polos, evoke a refined, sporty vibe. The overall aesthetic embraces a polished, yet relaxed look—effortless chic with a nod to classic preppy styles. Opt for soft natural fibers and dainty metal fasteners. Soft luxe materials and simple, high-quality pieces define this sophisticated trend, emphasizing quality over flash.



Fitted button down cardigan with contrasting button detailing



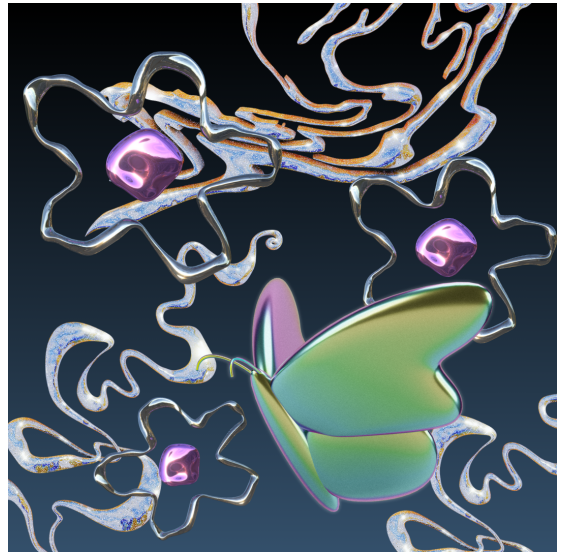
Heavy - knit vest with contrasting binding



# Fluid Dreams

**Theme:** The atmosphere is electric, brimming with a sense of freedom and playfulness, where traditional boundaries are pushed aside. This trend radiates a bold, futuristic energy that challenges conventions and invites self-expression. It creates an aura of modern sophistication and embodies a youthful exuberance - inspiring a community that values individuality and embraces the future with open arms.

**Observation:** This trend creates a striking visual language that celebrates the intersection of fluidity, and boldness, appealing to a generation that embraces innovation and individuality through vibrant designs. There's a solid rise in metallic finishes, evoking sleekness and modernity, while emphasizing movement with draped silhouettes and fluid fabrics. Plating fabrics, which combine different yarns and textures, are gaining traction for their unique visual and tactile qualities. The demand for sweatshirts and baggy hoodies is also rising, reflecting a shift toward relaxed, comfortable styles that prioritize ease and functionality. Oversized fits are particularly popular among younger consumers, reinforced by the growth of streetwear and casual athleisure styles.



**Design Directions:** This new age trend captures a youthful, vibrant energy that celebrates boldness and self-expression. Characterized by bright colors and duotone palettes, it creates visually striking contrasts that grab attention. Tactile fabrics and fitted silhouettes enhance the sensory experience, emphasizing comfort and style in one. Stripes emerge as a key pattern and Ribbed and Plated knit fabrics showcase dynamism and playfulness to designs. This trend aligns with an internet-first mindset, leveraging social media and digital platforms to shape fashion choices. It embodies a confident, edgy vibe that appeals to a generation seeking authenticity and individuality.

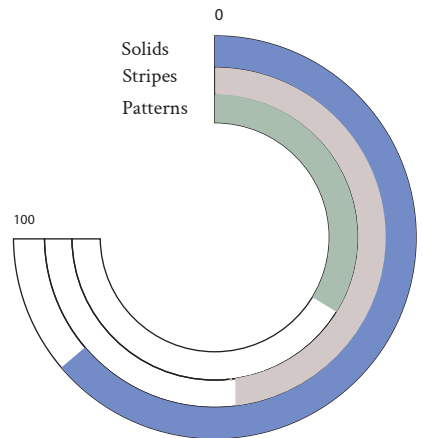


Plated heavy knit sweater

Striped hoodie with double zipper



TREND-O-METER



Print- check