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Business of
Fashion**

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BOF
Established 1993

VOLUME XXV
NUMBER 11
NOVEMBER 2024
₹100
www.imagesbof.in



THE BLUE REVOLUTION:

Denim's Timeless Reign

“CLOSE - TO - SEASON” FASHION TRENDS

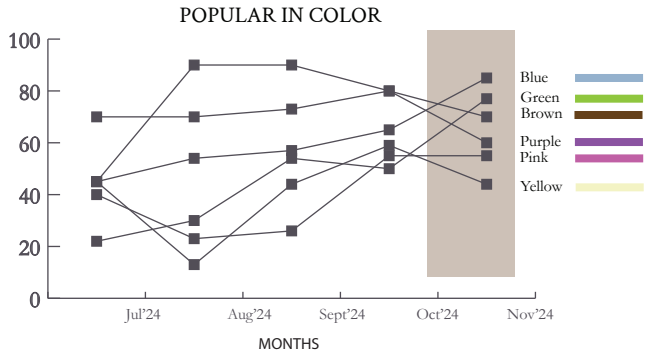
An Insight into Denimwear Trends by NIFT VisioNxt

Insights from DeepVision

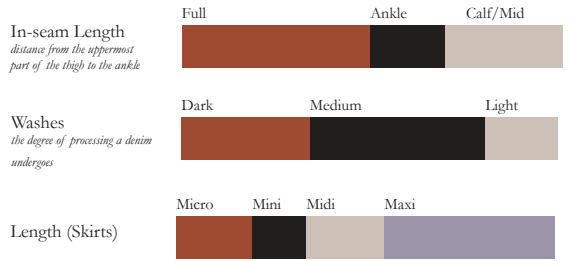
The Indian denim market is projected to grow annually by 8 to 9 percent, reaching \$9.15 billion by 2026, up from \$6.15 billion in FY 2023. This growth is driven by rising consumer demand for casual wear, increased disposable income, and a shift towards sustainable fashion. E-commerce is enhancing accessibility, while a young demographic is eager for trendy options. Brands are responding by investing in innovative designs and personalized retail experiences. Overall, the Indian denim sector is poised for a promising future, mirroring global apparel trends.

Source: <https://apparelresources.com/>

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 JUL-24 TO NOV-24

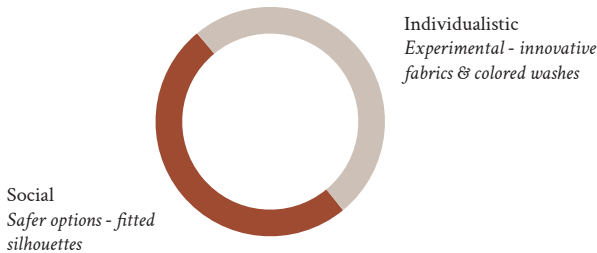


Trends Spotted by VisioNxt

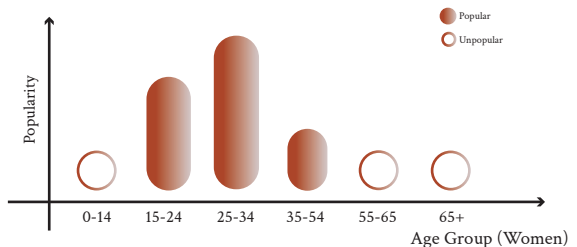


Trained trendspotters across India have gathered data about the signals that are up and coming.

CONSUMER INSIGHTS



POPULARITY INDEX



1. Bluer
2. Rkive City
3. Bluer
4. Souled Store
5. Freakins



➔ Design Directions for Tomorrow

thoughts in combat boots

Theme: Unapologetic, and rooted in the “comfort” of self-expression, — draws from the rebellious spirit of the 90s and 2000s, blending grunge and Y2K influences with a modern twist. There’s an undeniable confidence in the asymmetry, carrying an understated sense of individuality. The soft grunge aesthetic injects a raw, carefree attitude, balancing between casual comfort and striking, statement-making designs.

Observation: The cyclical nature of fashion trends is well-known, and the resurgence of the 90s and 2000s aesthetic is striking. As Y2K styles transition into softer, grunge-inspired looks, we see a revival of long maxi skirts, asymmetric cuts, and patchwork details. These designs combine panels and figure-accentuating lines, offering a fresh take on retro styles.

The silhouettes of the past—fitted vests, cinched waists, and flared hemlines—return with modern twists, merging nostalgic charm with contemporary edge. This softer grunge aesthetic captures the spirit of rebellion and authenticity, inviting a new generation to explore individuality and self-expression in their fashion choices.

Design Directions: The focus is on creating a sophisticated denim aesthetic that blends vintage appeal with modern styling. Key elements include washed-out and spray monkey wash denim to achieve a distinct vintage look, enhanced by whiskering for added texture. The color palette emphasizes soft, colored washes in shades like olives and washed out blues offering a fresh take on classic denim. Printed denims are also making a comeback this season. Silhouettes should feature relaxed fits that maintain a polished appearance, allowing for effortless styling. Fiinishing touches could include delicate stitching bold hardware and laces will elevate the overall design. This direction embraces both comfort and style, making denim a versatile staple for any wardrobe.





Halter Top with Red Cross-Stitch Detail



Printed Denim Jacket with Running Stitch

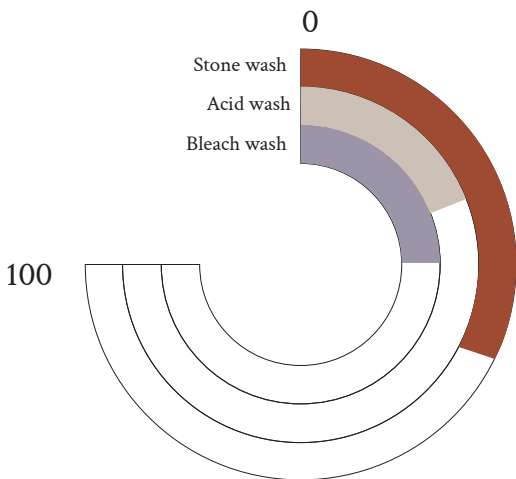


Panelled Maxi Skirt

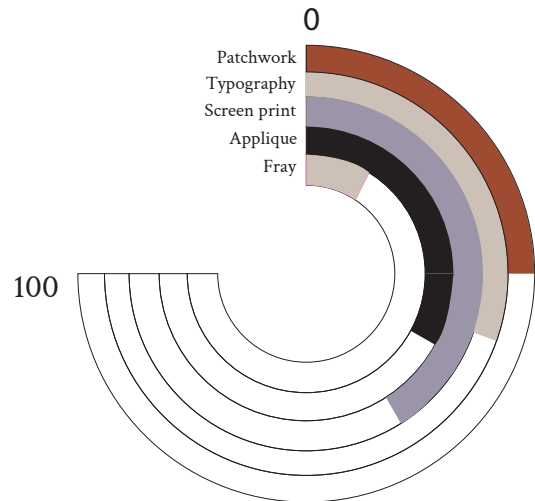


High-Waisted Jeans with Leather Accents

TREND - O - METER



Wash-Check



Surface Embellishment - Check