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DRESSING GENNEXT:

The Kidswear Retail Boom

“CLOSE - TO - SEASON” FASHION TRENDS

An Insight into Kidswear Trends by NIFT VisioNxt

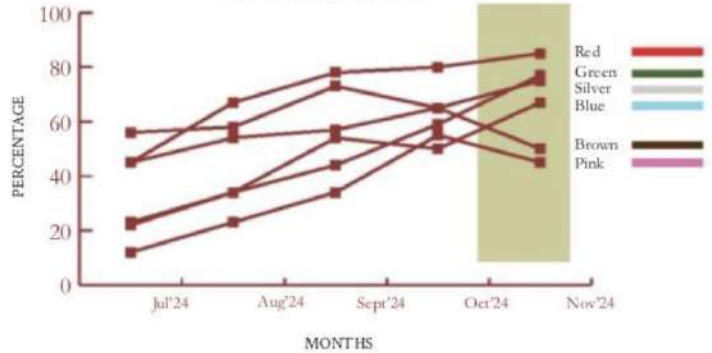


Insights from DeepVision

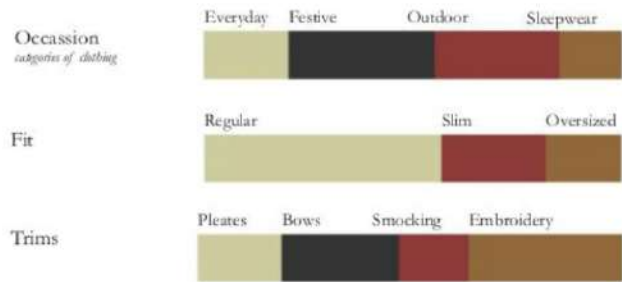
India's apparel market was projected to grow 11% annually, reaching \$85 billion by 2021. The kids' wear segment represented 20% of the market in 2018 and was expected to reach 1.7 trillion INR by 2028. Urbanization and evolving fashion trends drove growth, with the textile sector employing around 10 million people in 2019. India's apparel exports were valued at \$16.7 billion in 2018, but recent declines stemmed from competition with China, Vietnam, and Bangladesh. To adapt, India has focused on new markets like Hong Kong, Japan, and South Africa. - as reported by Statista

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.

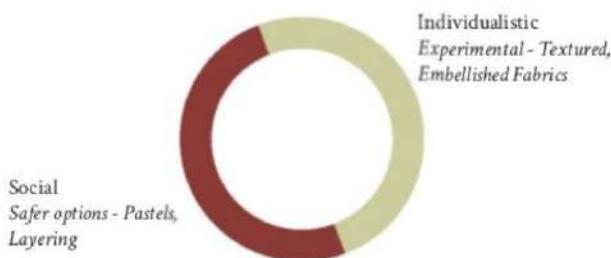
POPULAR IN COLOR



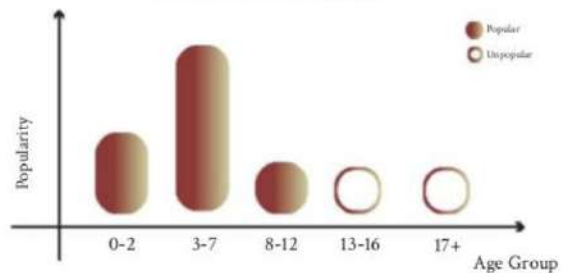
ATTRIBUTE POPULARITY FROM JULY 2024 - NOV 2024



CONSUMER INSIGHTS



POPULARITY INDEX



Brands to watch

1. And
2. Hopscotch
3. Spunkies
4. Westside
5. Westside
6. Edamama



Winter whimsy

There's a peculiar magic in the days between December and January—a heady mix of nostalgia, anticipation, and the unshakeable belief that this year, or at least its end, will shine brighter. In this charmed interval, children's fashion becomes a quiet ode to joy itself. It revels in contrasts: the gentle hush of falling snow and the loud, glittering cheer of a countdown party; the warm embrace of a family dinner and the unrestrained laughter of a playdate under twinkling lights. Deep jewel tones—emeralds and sapphires as if plucked from a storybook—mingle with the soft, welcoming glow of pastels and the unapologetic dazzle of metallics. Clothing becomes an invitation to partake in wonder.

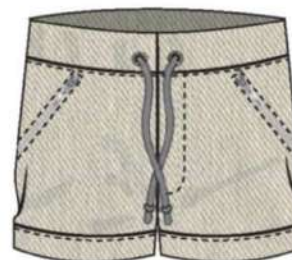


Observation: This season, kidswear embraces the excitement of back-to-back festivities, from Christmas to New Year's, all while keeping winter fashion in mind. The trend focuses on vibrant, celebratory pieces perfect for the flurry of events, whether it's a cozy family gathering or a lively New Year's party. Festive sparkle, plush textures, and versatile layers define the look, with an emphasis on outfits that transition seamlessly from one celebration to the next. While the season is filled with joyful moments, the trend balances fun with practicality, offering comfort and warmth for the colder months without compromising on style.

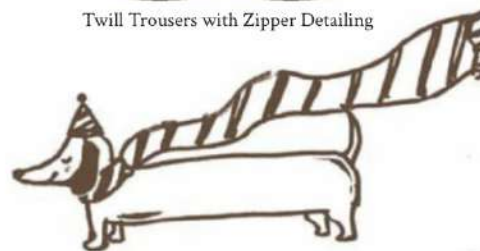
Design Directions: Use rich, vibrant colors like deep reds, emerald greens, midnight blues, and metallic shades (gold, silver, and rose gold), complemented by soft pastels like blush pink, lavender, and light blue for warmth. Create practical yet stylish silhouettes, including A-line dresses, tunic tops with leggings, jumpsuits, and rompers for girls, and knit sweaters, shirts, and joggers for boys. Reversible pieces like sequin jackets, shimmer cardigans, and puffer vests offer versatility and extend wearability. Subtle metallic accents in trims, buttons, and stitching add a touch of glamour without being overpowering.



Knitted Vest with Dachshund Print



Twill Trousers with Zipper Detailing





Reversible Jacket with Sequins and Faux Fur

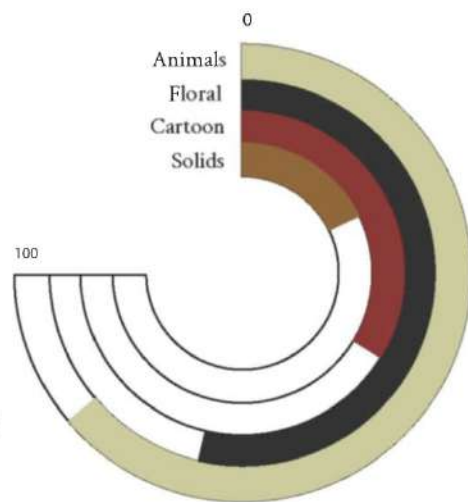


Pleated Dress with Pearl Embellishment



Watercolor Festive Print

TREND-O-METER



Print- check

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Insights Lab - Chennai, India.