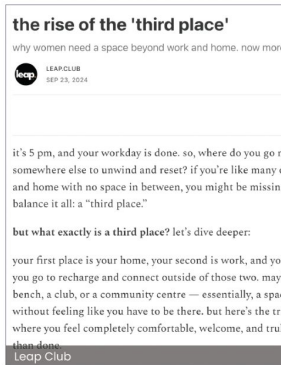Trend report
Womenswear: NETI NETI
New Trends and Ideas, 2025

NETI NETI

Passion-preneurship, Purpose-Driven, Balance

In Sanskrit, Neti Neti (neither this nor that) conveys the idea of negation. Central to this narrative is the exploration of a third space. This space is symbolic of endeavours characterised by intention, fervour, and profound alignment with personal principles.

A narrative on self-defined identity, Neti-Neti speaks to the spirit of a savant deeply connected to their purpose, drive, and mission. The focus here is on movement, action, and transition, enabling one to belong—everywhere, nowhere, and most importantly, to oneself.
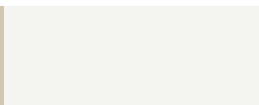
Utility Wear

30-40

Jae @jaetylr — Follow

I feel like people miss having "third places" outside of home and work. The shutdown during COVID did a number on peoples social skills but we NEED community.

Juvenal @ChatoyantGem — Follow

We all need a third place to have balance in our life.

Especially post COVID and hybrid work environments where we got accustomed to spending time at home and resorting to virtual interactions in the business world.

Instagram

The Terra Tribe

Country Made

---

impact

Third spaces have become less available over the past few years due to:

Social distancing from the pandemic
The growing cost of living
Less access to free or low-cost in-person activities

These lookalike contests are providing a sort of mini-solution for this, given that they're events bringing people together for free.

Impact

the rise of the 'third place'

why women need a space beyond work and home. now more

leap.club   LEAP.CLUB   SEP 23, 2024

it's 5 pm, and your workday is done. so, where do you go n
somewhere else to unwind and reset? if you're like many o
and home with no space in between, you might be missing
balance it all: a "third place."

but what exactly is a third place? let's dive deeper:

your first place is your home, your second is work, and you
you go to recharge and connect outside of those two. mayb
bench, a club, or a community centre — essentially, a spac
without feeling like you have to be there. but here's the tri
where you feel completely comfortable, welcome, and trul
than done.

Leap Club

Iro Iro

What Is A Third Place?
(And Here's Why You Should Have One)

WRITTEN BY
EMILY MCGOWAN

an I get you, darling?" The bartender said, sliding a paper coaster across the bar. Usually I would have
s, but the endearing term caught me off guard. It's been so long since someone called me darling, since
e feel like a darling. I ordered my drink and blinked away a tear.

was something so comforting about that moment, handing over crinkled cash in exchange for being tak
isn't at home or at work, but I wasn't in a new location, either—I was in my "third place."

place is a familiar public spot where you
ly connect with others known and unknown,
hared interest or activity. The term was
by *Ray Oldenburg* in the early 1990s, as
ing work hours and more heavily closed
nities (think: suburbs) became the norm.
when you have access to everything you
ossibly want or need at home (or online),
the house becomes optional.

"A third place is a familiar public spot where you regular connect with others known an unknown, over a shared intere or activity."

Emily Mcgown

Biskoot	Khova	Kora Safed	Koyal	Zaitooni	Neel	Peetal
Hex Code - 946854	Hex Code - d0c7ae	Hex Code - f1f1ec	Hex Code - 3b3c40	Hex Code - 6f725a	Hex Code - 2a3e7b	Hex Code - 9b7e4e
PANTONE: 18-1239 TPG	PANTONE: 14-1108 TPG	PANTONE: 11-4201 TPG	PANTONE: 19-3911 TPG	PANTONE: 18-0422 TCX	PANTONE: 19-3864 TCX	PANTONE: 10349 C

Through VisioNxt Eyes 👁

Primary Data Collected By Trained Trendspotters

1	2	3	4	5	6
Ilma Amir	Garima Prajapat	Dishita Arora	Saarthak Dalal	Naisha Pandey	Naina Oswal
Achromatic Layering	Sporty Casual	Skater Core	Comfortable Street	Achromatic Lounge	Rugged Combat

Statistics To Refer

Sleeve Length

Half Sleeve	Full Sleeve	Sleeveless

Print & Pattern

Stripes	Solids	Tie-Dye	Linear Geometry

Fit

Oversized	Regular	Slim

Age Index

Popularity (y-axis)

Legend: ■ Popular □ Unpopular

Age Group (x-axis): 0-14, 15-25, 26-35, 35-45, 45-55, 55+

Popularity Index

Popularity (y-axis)

Design Dimensions (x-axis): Breathable Fabrics, Minimal Prints, Convert-ible Sil-houettes, Earthy Palettes, Fabric-Centric
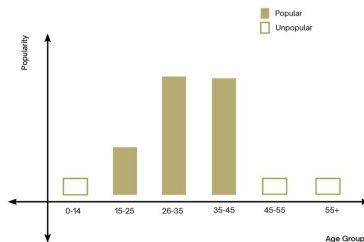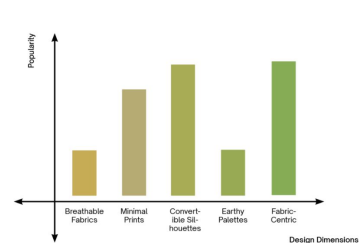
Trend Sentiment Positioning Metrics

Individualistic

- Conscious Living
- Faux Leather Trims
- Solitude
- Linear Geometry
- Third Space
- High Performance
- Comfort Zone
- Abstract
- Fasteners
- Linen and Khadi
- Tie-Dye
- Community
- Heavy Duty
- Hobby - Centric
- Stripes
- Typography
- Solids
- Breathable

Experimental — **Conventional**

Social

Legend:
- ● Sentiments
- ● Prints
- ● Material and Finish
- ● Accessories
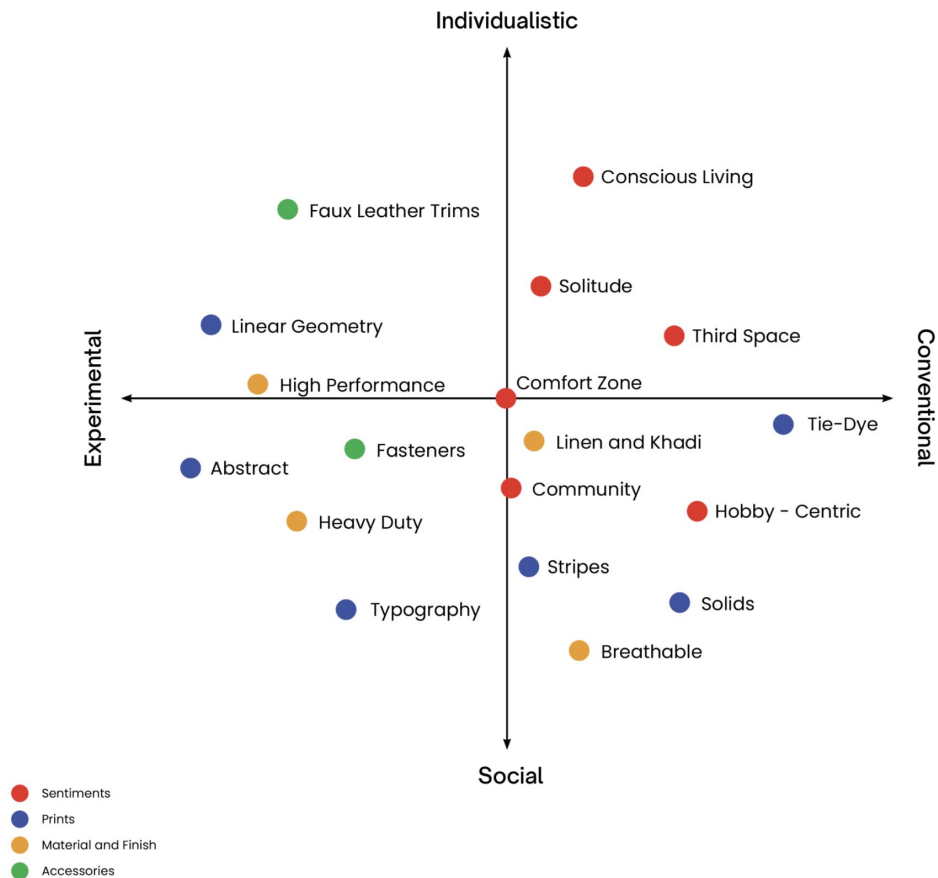
Textile Directions:

Absence/Presence
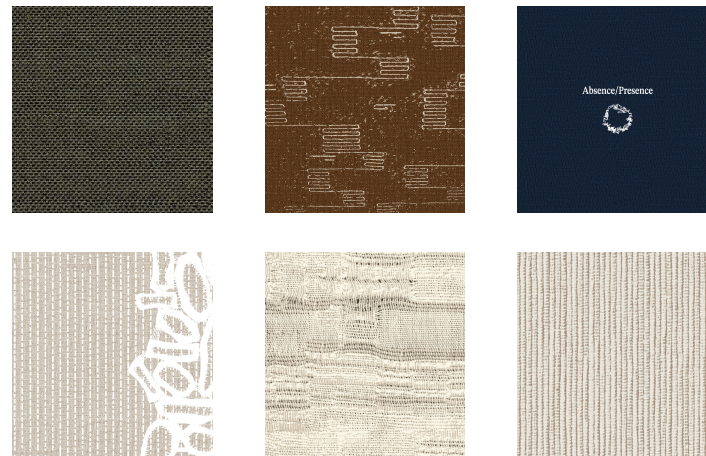
Design Directions:

The silhouettes highlight durability, high performance, mobility, and comfort, with jackets, vests, and cargos taking prominence. They are mostly structured, with an emphasis on detachable elements that allow for a seamless transition through different roles. Prints are subtle, with the focus primarily on the inherent nature of the textile.

Distorted Weft Weave Linen Jacket With Running Stitch And Pockets
A Detachable Panel That Transforms Jacket Into Contemporary Kediya

Dhoti Saree & Cropped Blouse

High Duty Vest With Faux Leather Fasteners
Linear Print Pants With Petal Hemline
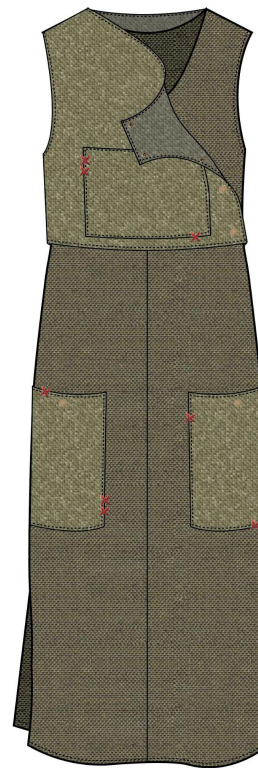
Heavy Duty Dress With Detachable Panels