

VISIONXT

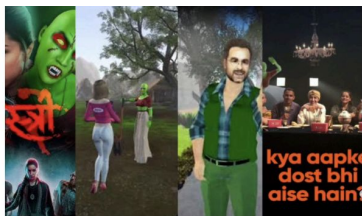


Trend report

Womenswear: **JABBERWOCKY JALEBI**

New Trends and Ideas, 2025





Meet Ganji Chudail: The Viral Character Transforming Digital Marketing

Afaqsdotcom

From Moye Moye to marketing gold: How memes are shaping India's creator economy

Memes are no longer fleeting amusement—they're tools of engagement, platforms for creativity, and key drivers of brand strategy in India's growing creator economy.

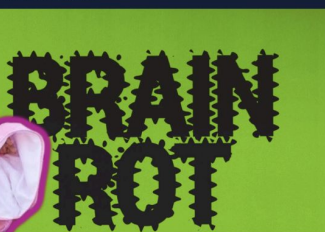
Mint



Foolstop Design

'Brain rot' is Oxford University Press' word of the year

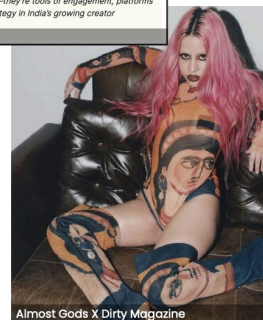
The academic publishing house defined the internet slang as "the supposed deterioration of a person's mental or intellectual state."



NBC News



Vivikoh Studio



Almost Gods X Dirty Magazine



Sozo



Meta Manthan

JABBERWOCKY JALEBI

Community Clownery, Ironic Self Awareness, Brain Rot

“Jabberwocky Jalebi” is about embracing the absurd, free from self-censorship, letting go of control, and finding meaning—or perhaps delight—in meaninglessness. Here social stupidity becomes an act of reclaiming agency—choosing joy, silliness, and community over the pressures of validation and societal success.

“Jabberwocky Jalebi “ revolves around absurdity and this manifests itself through experimental silhouettes, bold and vibrant colours, unconventional prints and idiosyncratic exaggeration.



Experimental Street



18-28



Paneer Roja
Hex Code - cb7999
PANTONE 15-1822 TPG

Khatta Peela
Hex Code - fff00
PANTONE 13-0840 TPG

Mirchi
Hex Code - 7bad60
PANTONE 16-0235 TPG

Aasmaan
Hex Code - 8ccde7
PANTONE 13-4307 TPG

Santra
Hex Code - e66c1a
PANTONE 158 C

Agni
Hex Code - d02b37
PANTONE 1797 C

Neel
Hex Code - 2e3192
PANTONE 2370 C

Through VisionXt Eyes

Primary Data Collected By Trained Trendspotters

850+ trained trendspotters have gathered 1,04,472 + data from across India. The data has been further analysed by our in house **AI Deep Vision model** which provides us quantitative data about various signals spotted. These insights are further developed and are produced as industry-ready reports and directions.



1
Ticha Jernia
Quirky Accents



2
Divya Verma
Colour Blocking



3
Manasvi Anya
Print Mania



4
Muskan Mendiratta
Unconventional Layering

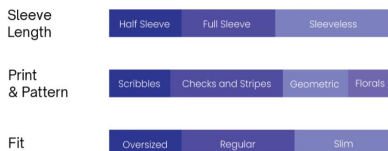


5
Dishita Arora
Vibrant Colours

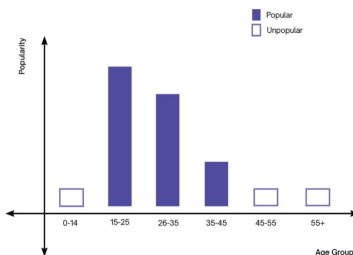


6
Divya Verma
Juxtaposing Patterns

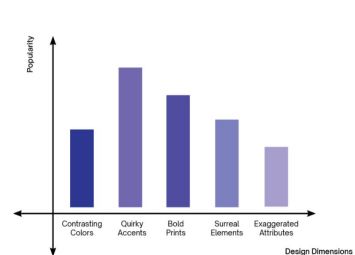
Statistics To Refer



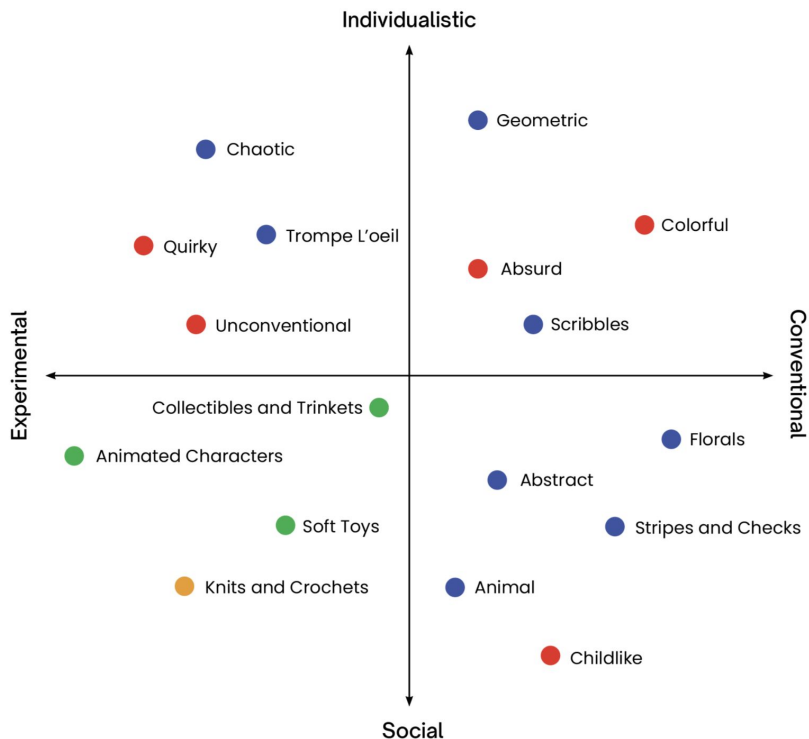
Age Index



Popularity Index

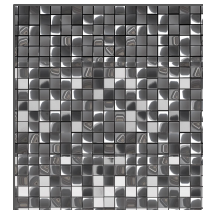
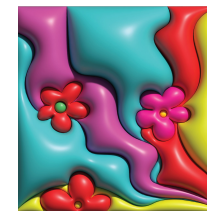
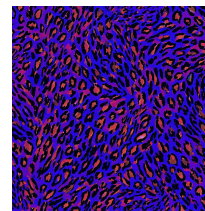


Trend Sentiment Positioning Metrics



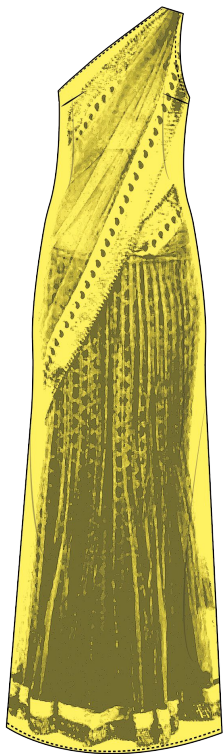
- Sentiments
- Prints
- Material and Finish
- Accessories

Textile Directions:



Design Directions:

Visual interest can be garnered through experimental pattern drafting and construction. This can also be achieved through novel print placements, and trompe l'oeil techniques that create stunning emphasis. Surreal, psychedelic and vibrant prints dominate this narrative.



Trompe L'oeil Asymmetrical Dress With Saree Print



Crocheted Granny Squares T-Shirt



Colourful Print Contemporary Dhoti Saree
With Pants & Shirt Blouse With A Tie



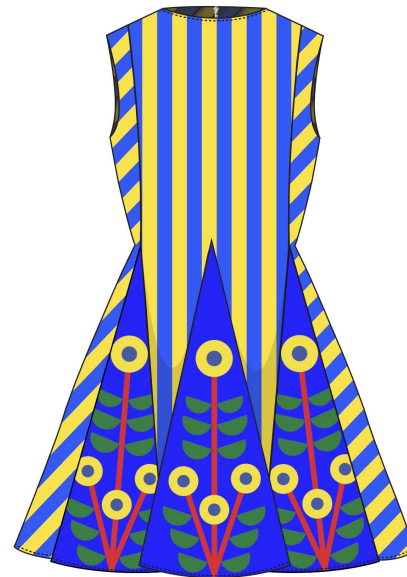
Scan for 360° View



Balloon Skirt With Abstract Neo-Expressionist Print
(Adobe Firefly)



Surreal Print Jacket



Panelled Dress With Geometric Florals



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