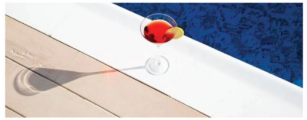
Trend report

Menswear: BEAUTIFUL LONERS

New Trends and Ideas, 2025



Eman Ali/ Knitzing

SELF SERVICE, MENTAL HEALTH, LIFESTYLE, DATING, THE LIST

Solo Dating: How To Embrace Me Time & Why It Could Improve Your Mental Wellbeing

August 12, 2024 | By Jamie Styles

Whenever I have a free weekend, I take myself out. In my head, I am John Travolta in the opening of *Saturday Night Fever*; in reality, I am more like Tobey Maguire as Peter Parker in *Spider-Man*. But instead of Spidey senses, web-slinging and a side parting, I navigate life with mild dyslexia, skin sensitivity and what I keep telling my friends is a "mature" hairline. However, spending dedicated time in my own company on a solo date has allowed me to discover who I am, away from the influences of others, and improve my overall wellbeing.

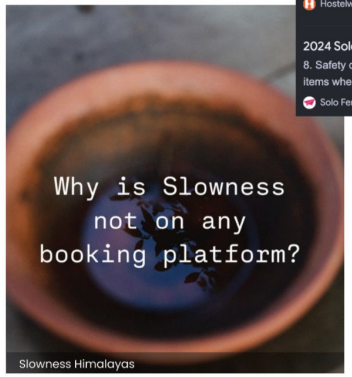
I'm not alone in feeling this way. From taking a book as your date to your favourite cafe

Service95

Darwaza

blkorchid.in

scenarioDNA



Slowness Himalayas

State of Solo Travel Report 2024 - Hostelworld

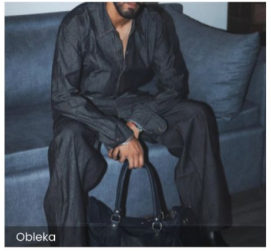
38% of solo travellers are in the 18-24 year old bracket, with 68% in total under 31 years of age. Women are more likely to…

Hostelworld

2024 Solo Female Travel Trends and Statistics

8. Safety devices: 24% of respondents carried self-defense items when they traveled in 2023, from guns (predominantly …

Solo Female Travelers



Obleka

BEAUTIFUL LONERS

Solitude, Autonomy, JOMO (Joy of Missing Out)

Beautiful Loners marks a profound shift in collective perception of solitude, independence, and self-contentment. Here we see solitude as a valid, fulfilling choice rather than a social failing. This narrative emphasises having a healthy, empowered relationship with oneself.

"Beautiful Loners" is about consciously choosing a life focused on personal peace and inner clarity. This gives rise to apparel and products that embrace a highly individualistic approach, designed with indoor experiences in mind and services that minimize interaction while prioritizing convenience.

Elevated Lounge

20-30

Biskoot
Hex Code - 946854
PANTONE: 18-1239 TPG

Khova
Hex Code - d0c7ae
PANTONE: 14-1108 TPG

Kora Safed
Hex Code - f1f1ec
PANTONE: 11-4201 TPG

Koyal
Hex Code - 3b3c40
PANTONE: 19-3911 TPG

Zaitooni
Hex Code - 6f725a
PANTONE: 18-0422 TCX

Neel
Hex Code - 2a3e7b
PANTONE: 19-3864 TCX

Peetal
Hex Code - 9b7e4e
PANTONE: 10349 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.

Draped Corsage

Neutral Dominated

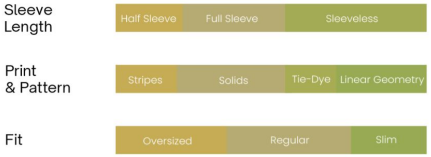
Luxe Comfort

Versatile Classics

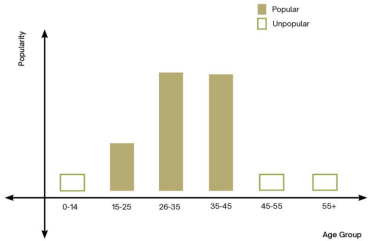
Oriental Influence

Everyday Lounge

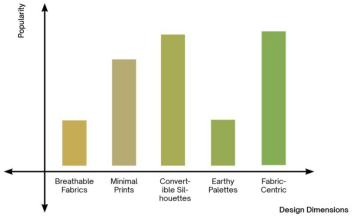
Statistics To Refer



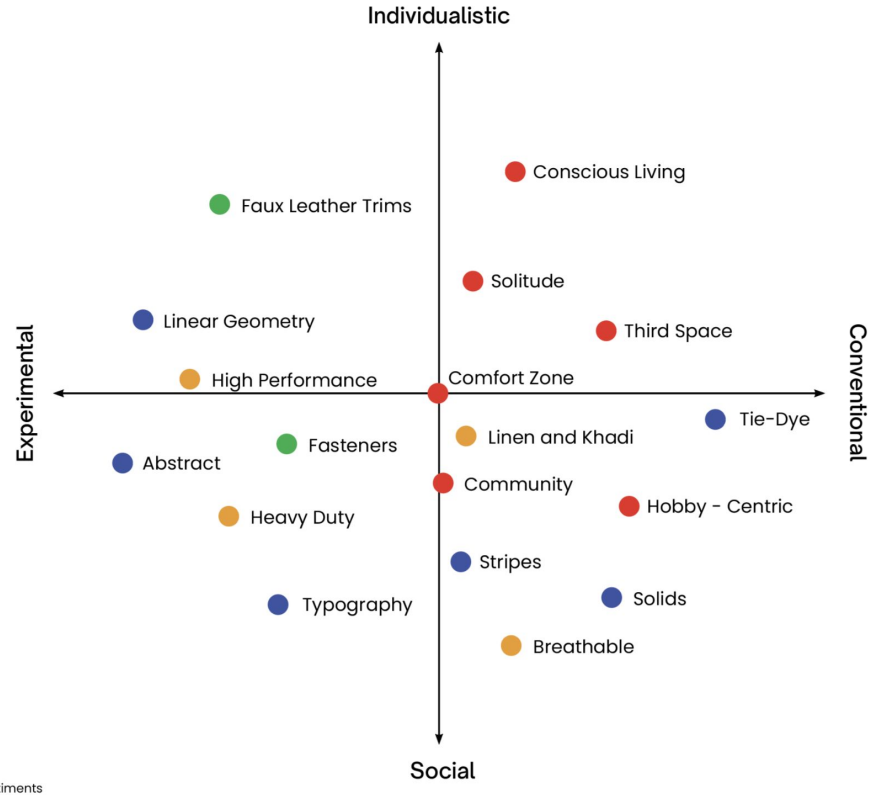
Age Index



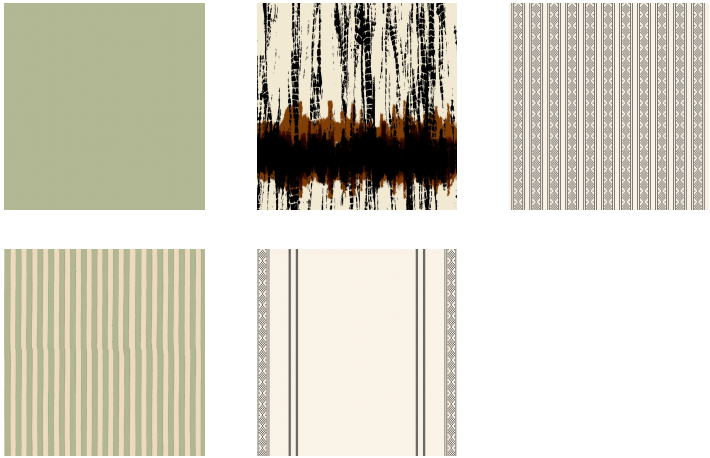
Popularity Index



Trend Sentiment Positioning Metrics



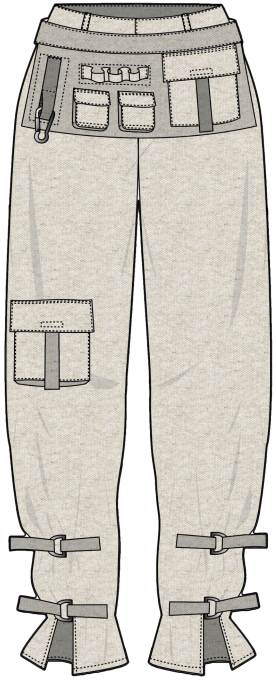
Textile Directions:



Design Directions:

The predominant category in this narrative is loungewear, featuring coordinated sets, fluid and oversized silhouettes. The textiles emphasize classic palettes, with subtle neutrals complemented by stripes, placement tie-dye prints, and linear geometric patterns.

Printed T-Shirt With Adjustable Zippers



Multipurpose Cargo Cum Flare Pants With Detachable Utility Belt

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For more details, contact:
Visionxt@nift.ac.in

Find us on :
Linkedin - VisioNxt Insights | Twitter - @i_visionxt | Instagram - @visionxtinsights
Mail - visionxt@nift.ac.in | Phone - 9176655090 Website - https://www.visionxt.in//