



Trend report

Menswear: NETI NETI

New Trends and Ideas, 2025











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



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.









it's 5 pm, and your workday is done, so, where do you go n

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. mayl bench, a club, or a community centre - essentially, a space without feeling like you have to be there, but here's the tri where you feel completely comfortable, welcome, and trul-





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

B EMILT MESONAN

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

something so comforting about that moment, handing over crinkled cash in exchange for being ta

ace is a familiar public spot where you

ared interest or activity. The term was y Ray Gidenburg in the early 1990s, as work hours and more heavily siloed ities (think: suburbs) became the norm when you have access to everything you sibly want or need at home (or online) house becomes optional

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

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. transition. enabling action. and belong—everywhere, nowhere, and most importantly, to oneself.





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

Hex Code - 2a3e7b PANTONE: 19-3864 TCX

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 Al 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.













Achromatic Layering

Sporty Casual

Skater Core

Comfortable Street

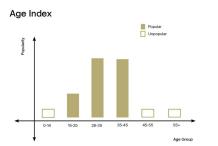
Achromatic Lounge

Popularity Index

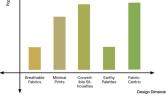
Rugged Combat

Statistics To Refer





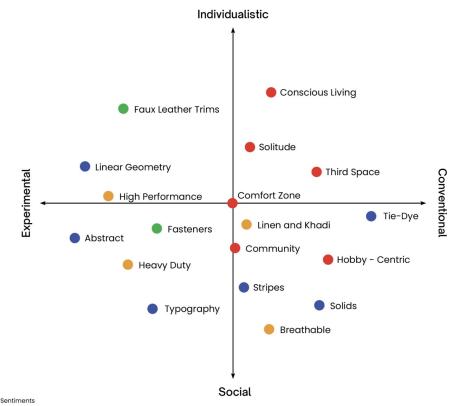








Trend Sentiment Positioning Metrics



Textile Directions:













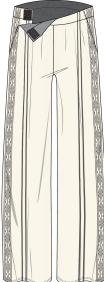
Design Directions:

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.









UNISEX







Striped Pajama Shirt and Striped Pajama Shorts With Drawstrings



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