



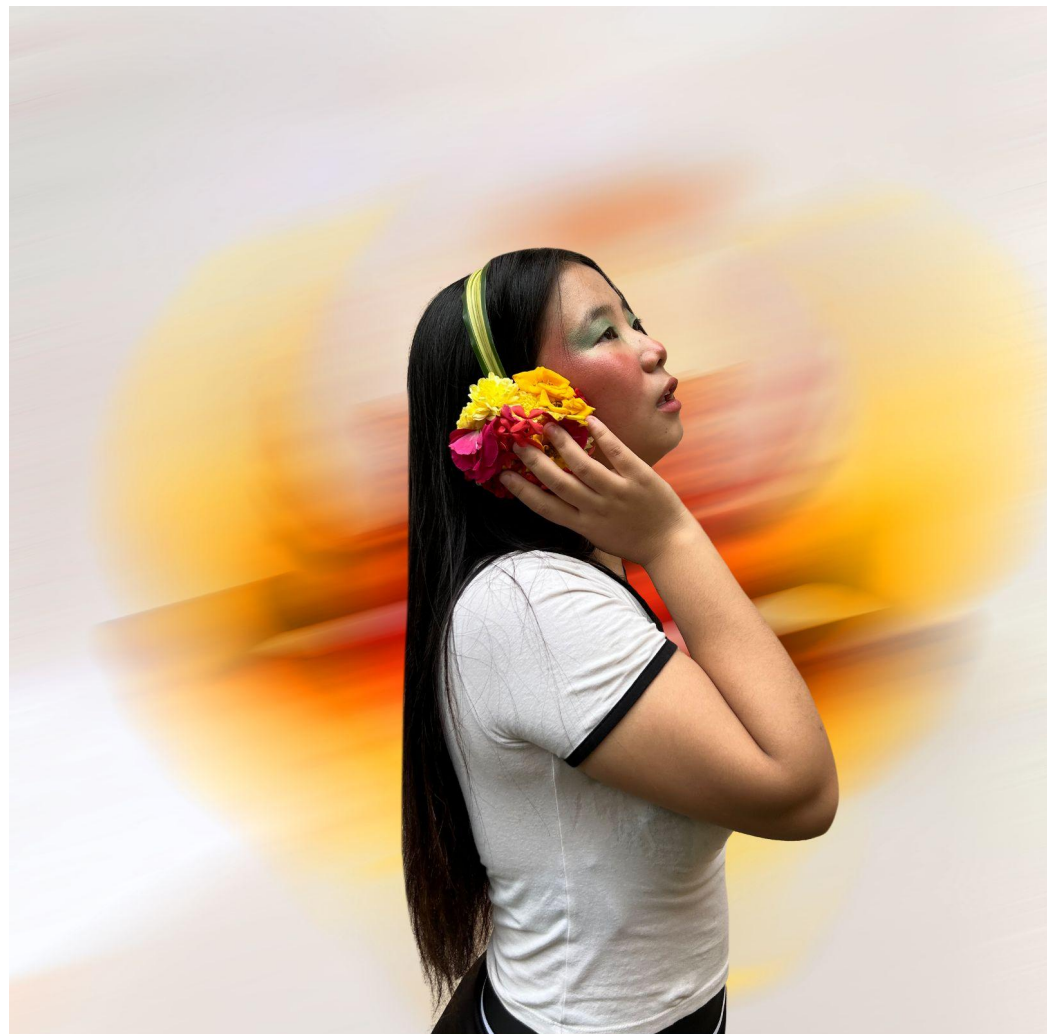
VISION XT

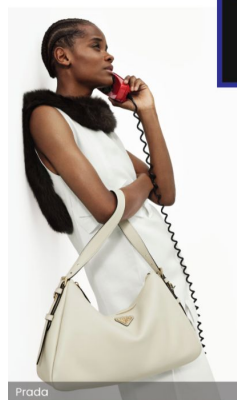
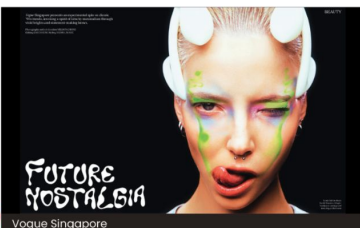
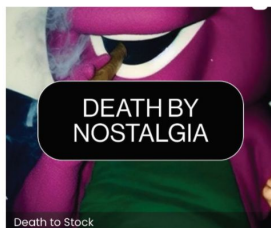


Trend report

Menswear: YUG NOUVEAU

New Trends and Ideas, 2025





YUG NOUVEAU

Newstalgia, Aesthetic Fusion, Time Collage

Yug Nouveau is about curating a sense of comfort to counterbalance today's digi-ephemeral realities. The result is a freedom to experiment, where you can sample from history like it's a buffet, choosing aesthetics, moods, and pieces of self-expression to build an identity free from context.

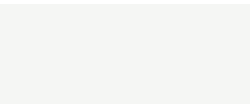
Characterized by an eclectic mix-and-match aesthetic, one can literally observe styles from different timelines coexisting, enhanced by a distinctive "digital flair." Subcultures from disparate eras converge to create a visual vocabulary that is entirely new and unprecedented.



Modern Urban



18-28



Orange Mittai
Hex Code - e09869
PANTONE 15-1242 TPG

Lavender
Hex Code - c2b2d3
PANTONE 14-3612 TPG

Nankhatai
Hex Code - eadccb
PANTONE 12-0704 TPG

Terracotta
Hexcode - 873c40
PANTONE 19-1653 TPG

Kora Safed
Hexcode - f3f3f0
PANTONE - 11-4201 TPG

Raatri Vyom
Hexcode - 414a86
PANTONE - 19-3952 TPG

Firozi
Hexcode - 63b28c
PANTONE 15-6123 TCX

Through VisionNxt 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.



Rishita Sharma
90s Aesthetics



Ananya Acharya
Classic Watch



Ananya Agarwal
Retro Romeo



Mohd Athar Qureshi
Disco Grunge



Vanya Agarwal
Soft & Shimmering



Rishita Sharma
Nascent Digital Accent

Statistics To Refer

Sleeve Length



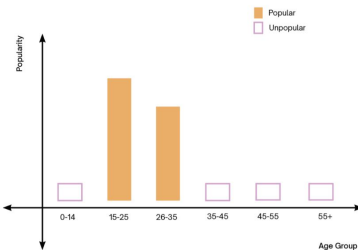
Print & Pattern



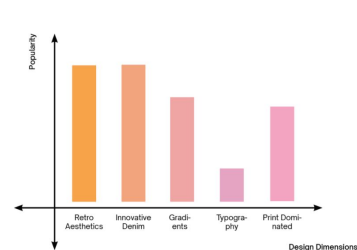
Fit



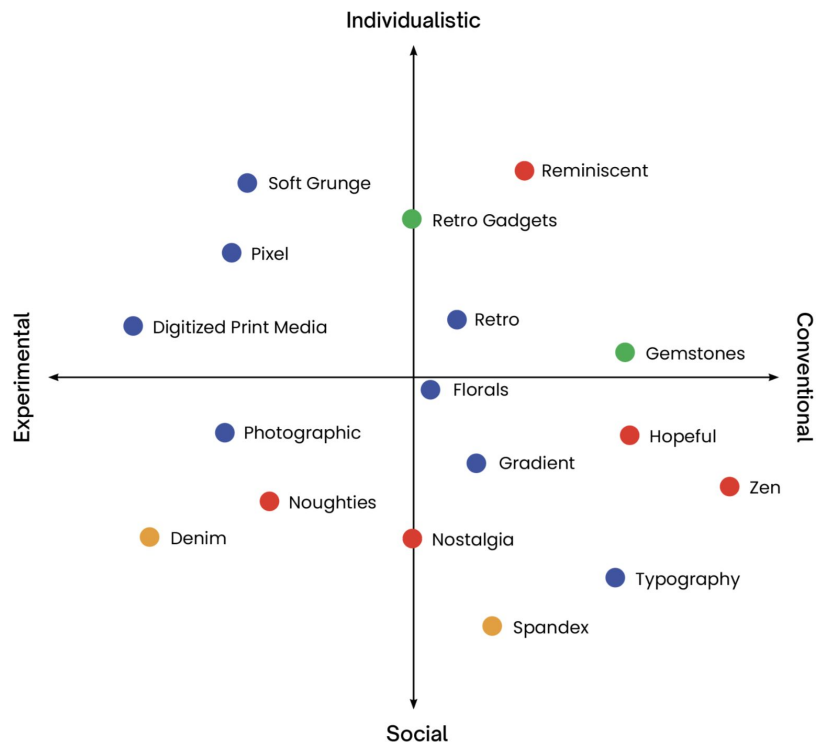
Age Index



Popularity Index

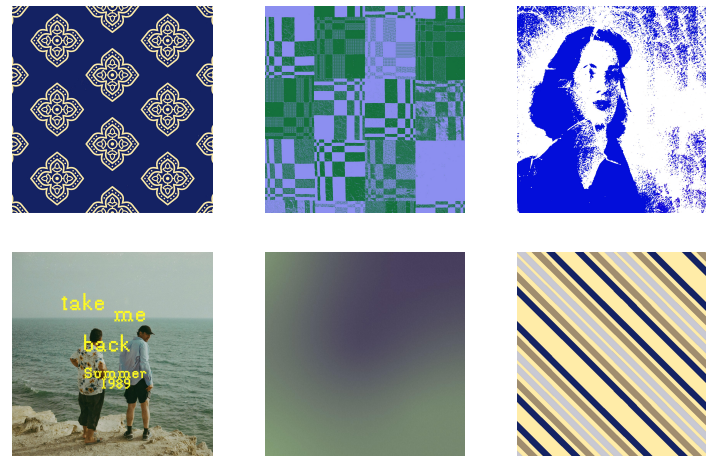


Trend Sentiment Positioning Metrics



- Sentiments
- Prints
- Material and Finish
- Accessories

Textile Directions:



Design Directions:

A striking reemergence of silhouettes from the late 2000s—the “noughties” era— and the mid-2010s—the “teenies” era—defines the direction of this narrative. Prints take cues from the nascent digital period, highlighting analog designs, bit-core aesthetics, screen printing, soft grunge, retro influences, and hyper visual-tactility.



Retro Chequered Print Collared Sweatshirt



Photographic Print T-Shirt With Cross Stitch Typography

VISIONXT



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