VISIONXT

TrendByte

Man vasanai

// aroma of earth/ soil (after rain)

Urban mindset of India (Hyper local markets - Sep 2020)

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"Booming local markets, global voice and immediate"

The world has transformed from a collective global village to smaller closer-knit communities that self-preserve and look out for each other. With global culture, everyone opted for a lifestyle that no longer stood as a marker of a specific location – yet it also seemed to rub out a lot of traits unique to specific areas and communities, leading to a scramble for preserving the tenets of our own local identities.

As lockdowns were enforced nationwide in the earlier months, most were almost forced to open up their eyes to their immediate surroundings. This trend is driven by an awareness of the community we live and have grown up in. There has been revival of indigenous traditions across the nation, and an unabashed adaptation of what makes us Indian – nurtured by policies regarding self-reliance and craft awareness and a call for a national identity.

Sensibilities have been shifting from looking outside to a global vision, to one that is turned inwards. This has manifested in several ways. In some cases, the rediscovery of age-old wisdom and habits, in others simply by embracing the loudness and the vibrancy that Indians have always been tagged by. In other cases there have been adaptations of designs and systems that cater specifically to needs of the community. The rise of services such as micro-deliveries have provided the basis for a lot of these developments.

Focal points

Mati-r manush: Locally sourced and locally produced, culmination of generations of practice, resurgence of handicrafts.

Unapologetically local: Flaunting local choices, assigning high value to c over global.

Desi tadka: ‘Indianising/ desifying’ aesthetics, their products and their services

For us, by us: Needs of the community are met by those within the same community.

@theplateproject

Mati-r manush

// people of the soil

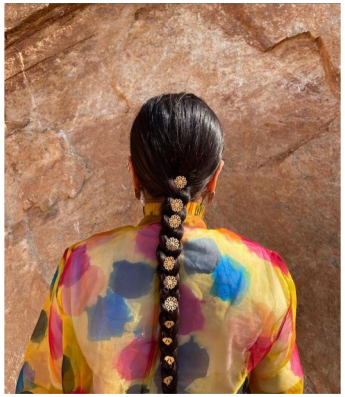
Home grown, locally produced, resurgence of handicrafts

Locally sourced and locally produced, culmination of generations of practice, resurgence of handicrafts

This story ties in to handicrafts and generational passing of ideas and techniques. Value is being given to tradition and that which ‘comes from the soil’.

In a post colonial India, most contemporary identities are linked with a realization of the history of this land.

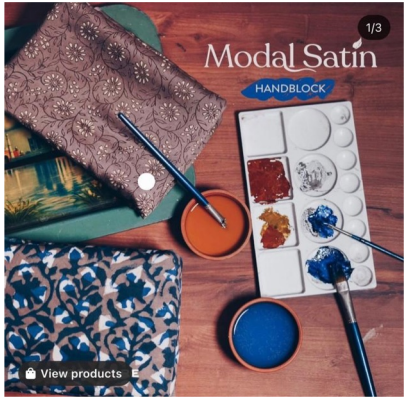
The craft resurgence has partly been due to nation-wide policies that are promoting survival of the handicrafts and encouraging small businesses – who turn to their immediate surroundings to create products.



Hair accessory (traditional) by @k_chapters

'Zung-ü- chang' and modern 'Changki' Mekhela on a white raw silk shirt. @otsuclothingco

Hand-crafted coconut plucking accessory made with paalai. 'Pop petti' by @jnishrav



@fabriclore_estore

Mapcha – Cham Pants @mapcha.studio

Paro Good Earth - a return to ancestral wisdom and knowledge

Unapologetically local

Flaunting local choices, bold and unafraid

Flaunting local choices, assigning high value to consumers over global

No longer is something of brand India considered something less that. People have embraced habits of their families and their regions with pride and are wearing it on their sleeves, in some cases quite literally.

The allure of imported good have dwindled. Fashion bloggers are showing off their Sarojini hauls in the same tone as their H&M hauls.

Food blogs have separated themselves into regional subsections, moving away from the broad ‘Indian food’ umbrella – choosing instead to revel in dishes and tastes very specific to their own community.

@desidrapes

Chamar – a circular design to celebrate crafts treasures of ostracized Indian Dalit community @www.chama.in

Rings by @bhavyarameshiewlry

Two-sided handcrafted board game by @mastklndr

Nostalgia food – tamarind candy by @godesi_foods

*Ivangshu – Alta stained palm showing shikhara mudra @_ivennnnn_*

Desi tadka

Indianised, global influence

The kitschy, raw by aesthetic that is so core to Indian-ness has seen manifestations in choices in colour, how spaces are designed, how interactions are structured.

Colours are bold, instead of being the demure pastels.

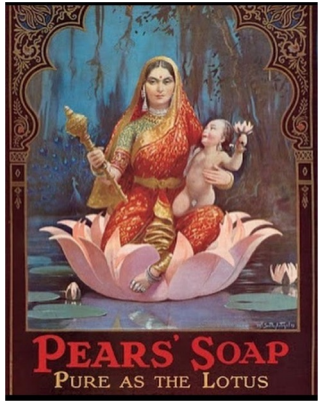
There has been an explosion of motifs that are either collectively a part of the mythologies of the subcontinent, or are core to a sub-region - in both cases a part of the local visual library.

Brands are skipping the global defaults and embracing structures and aesthetics that have been born from the familiar local culture

Aditi Kakade Beaufrand – How to tie a lungi
@tiki_lava

Merch from @beawaraofficial

@spacebiskit



@bhavyarameshjewelry

@theplatedproject

@aastha.pasta

Cold brew rasamalai @bhawandelhi

For us, by us

Needs of the community are met by those within the same community

There has been a revival of the cyclic model of need and consumption – with the needs of the consumers of a certain area being met by individuals and businesses in the same area. Short distance delivery services are enabling this kind of a model.

Spurred on by the pandemic and restrictions of movement, people rekindled faith in kirana stores. Swiggy Go and Dunzo have since expanded the reach of these local businesses.

Brands are moving towards slow-fashion, rise in thrifting and environmentally-conscious choices that enable local communities.

Giving second life, thrifting. From @arkai.co

Raw honey by @zizira

Natural dyed fabric and apparel from @kokun.india

Eco India scroll - Seed bank @www.scroll.in

Milkbasket @www.milkbasket.in

Micro delievery by @www.dunzo.com

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TrendByte

G'local

Urban mindset of India (Hyper local markets of India - 2)

@nobordershop

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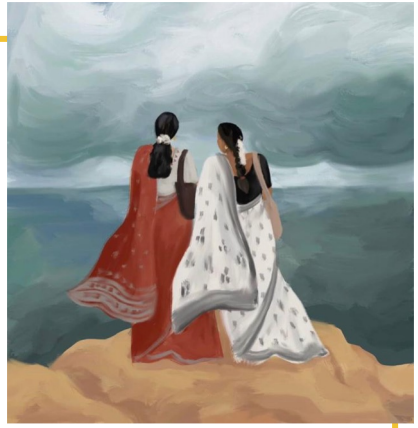
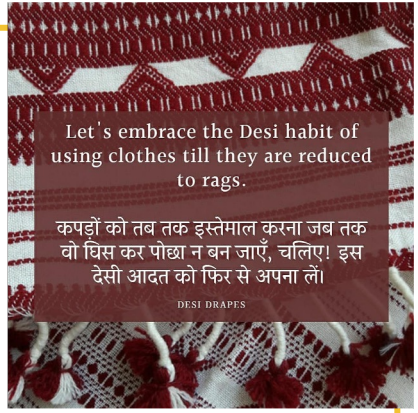


@richakalshekar

Unapologetically local: Flaunting local choices, assigning high value to c over global.



@desidrapes

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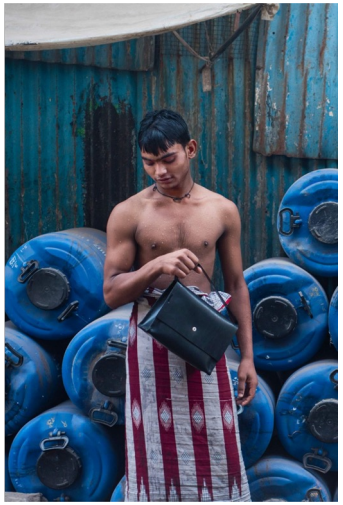

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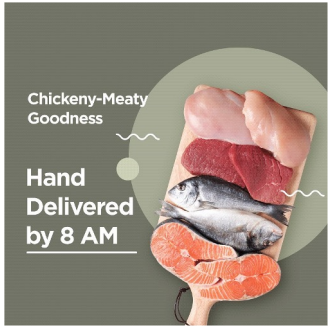

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