

VISION **NXT**



TrendByte

Whimsical Reminiscence

Urban mindset of India (Sep 2020)



Urban Mindset of India

Whimsical Reminiscence

Artwork by Tanisha Tiwari

WHIMSICAL REMINISCENCE

Dreamy, eccentric, flamboyant

The onset of the pandemic has left an air of uncertainty around us. It has led us to search for an escapade to feel lively and alive. Whimsical reminiscence goes across fields and explores how brands reinterpret and deliver a surreal experience to the consumers.

The normative perspectives have changed, there is a lot of crowd in the digital space, artists are exploring new ways; this has pushed brands and creatives to deliver not just a product but an experience to increase the engagement of the onlookers.

Look-out for eccentric, dreamy and flamboyant styles which celebrates colour and playfulness and simple things in life. This trend is all about experiencing what was missed throughout the year. A child-like approach to products and leaving the mind curious and wanting for more.

With whimsical being an underpinned idea, brands deliver and experiment beyond it. Futuristic, surreal themes that can express new normal and beyond, eccentric ideas with kitsch motifs are all part of this trend.

FOCAL POINTS

Artsy maximal: Loud prints and statement pieces that make you stand-out

Space drip: Surreal vision, spacey. Metallic and monochromes.

Just as seen: Novelty, kitsch products. Adds quirk to the existing wardrobe.

Glitch theory: Tapping into the digital world, future whimsical.

For real?: Cross-over products which deceives the eye. A game to the mind.

Clear skies, peace and quiet. A gift we never asked for. Reflect, pause and relax [@mercoseth](#)

ARTSY MAXIMAL

Loud, extravagant

Statement, loud and bright designs that stand-out.

The prints are bold, there is no holding back. Brands are fearlessly expressing the spirit we need to have during this pandemic.



Print from @pouloumism
From [@bobocalcutta](#)



Artwork by multiple artists
Picture from [@theplatedproject](#)



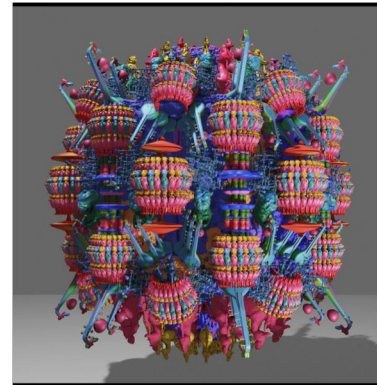
Hoop earrings from [@unbaked.shop](#)



Amoeba earring by [@shivanandnarresh](#)



Masks from 'Butterfly People' by
[@rahulmishra_7](#)



Madurai madness by multiple artists
Picture from [@thebusride](#)



Cakes from [@with_love_mm](#)

SPACE DRIP

Heavenly, surreal

Metallics and dark monochromes that almost feel like a part of heaven/ space.

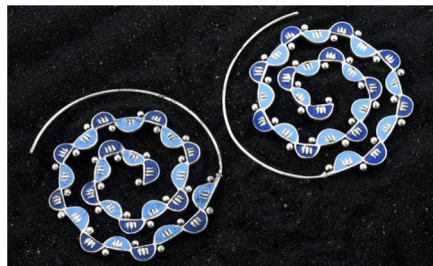
Focus on materials and colour, this trend is a breather and an escapade during this tough time.



MM bombons by [@with love mm](#)



'Sleep in the clouds, dream in the sky' by [@clovethestore](#)



[@tribehyamrapalli](#)



[@amitaagarwalofficial](#) couture collection 2020 'Axil'



'Distance is temporary but champagne is forever' by [@eeshaankas](#)



[@obsaariika](#)



Heavenly creatures by [@ekayabanaras](#)



Lip necklace by [@ziba_by_hand](#)



Charms by [@the.kashti](#)



The girafometric cuff by [@zohra_india](#)



Picture courtesy: [@ziba_by_hand](#)



Wall-hanged industrial lamp by [@claymanoo](#)
Picture courtesy [@leaf_kitchenware](#)



'Unicorns do exist' [@manisharorafashion](#)

JUST AS SEEN

Novelty, kitsch motifs

Novelty products, kitsch motifs that strike strong resemblance to things (not) around us.

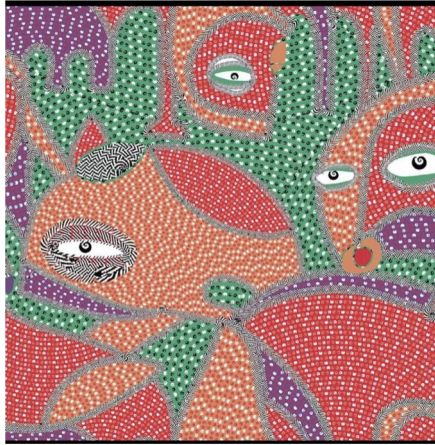
The products derive inspiration from things that are around. Young, colourful and definitely a stand-out product in the wardrobe.

GLITCH THEORY

Digital, futuristic

Futuristic, digital and a future-whimsical sub-trend.

The digital age is taking over. Brands are giving the digital realness. This has surpassed the present and gives us an imaginative future.



Iconotribe print from Koi Series by [@shivanandnareesh](#)
Picture courtesy [@prints.ai](#)



Art direction and clothing from [@lotaindia](#)



Digi trial models, Za by [@adhiwawe](#)



'Online performances be like' by [@hansrajdochanivya](#)



Fluid rug by Faig Ahmed
Picture courtesy [@apocrene](#)



From [@amitaggarwalofficial](#)

FOR REAL?

Interdisciplinary, lively

You can't believe anything anymore; that excitement is what the mind craves.

A cross-over between the perception of an object and the object itself. Exciting surprises goes beyond what just meets the eye.



Handmade miniatures by [@spoorthyminis](#)



Lamps from human hair by multiple artists.
Picture courtesy [@archidigestindia](#)



Pastel popsicle soap by [@thesassbar](#)



By [@oddtrunk](#)



Raw scallop curry [@aqaan_anand](#)



Knitted greens by [@pelyushenko_craft](#)
Picture courtesy: [@ziba_by_hand](#)



Earring by [@retina_vision](#)



VISIONXT TRENDBYTE INTERN

Poornima S.
NIFT, Chennai

VISIONXT INVESTIGATORS

Dr. Kaustav Sengupta
Director - Insights

Dr. Shalini Sud
Director - Creative

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For more details, contact:

Dr. Kaustav Sengupta - kaustav.sengupta@nift.ac.in

Dr. Shalini Sud - shalini.sud@nift.ac.in