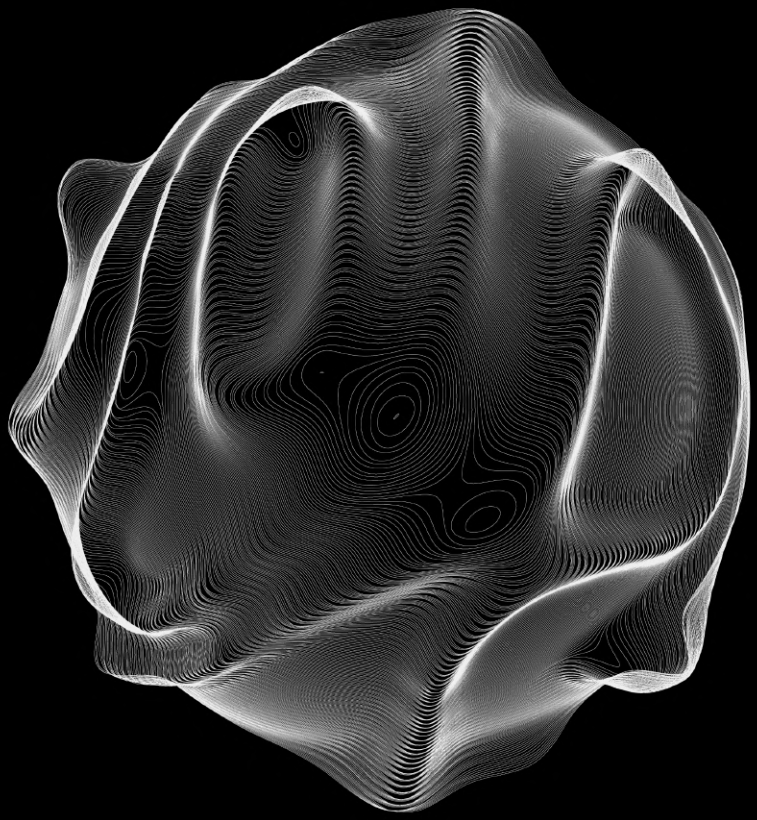
2023



TRENDBOOK

National Institute of Fashion Technology

TRENDBOOK 2023

Department of Master of Design
Batch 2021-2023

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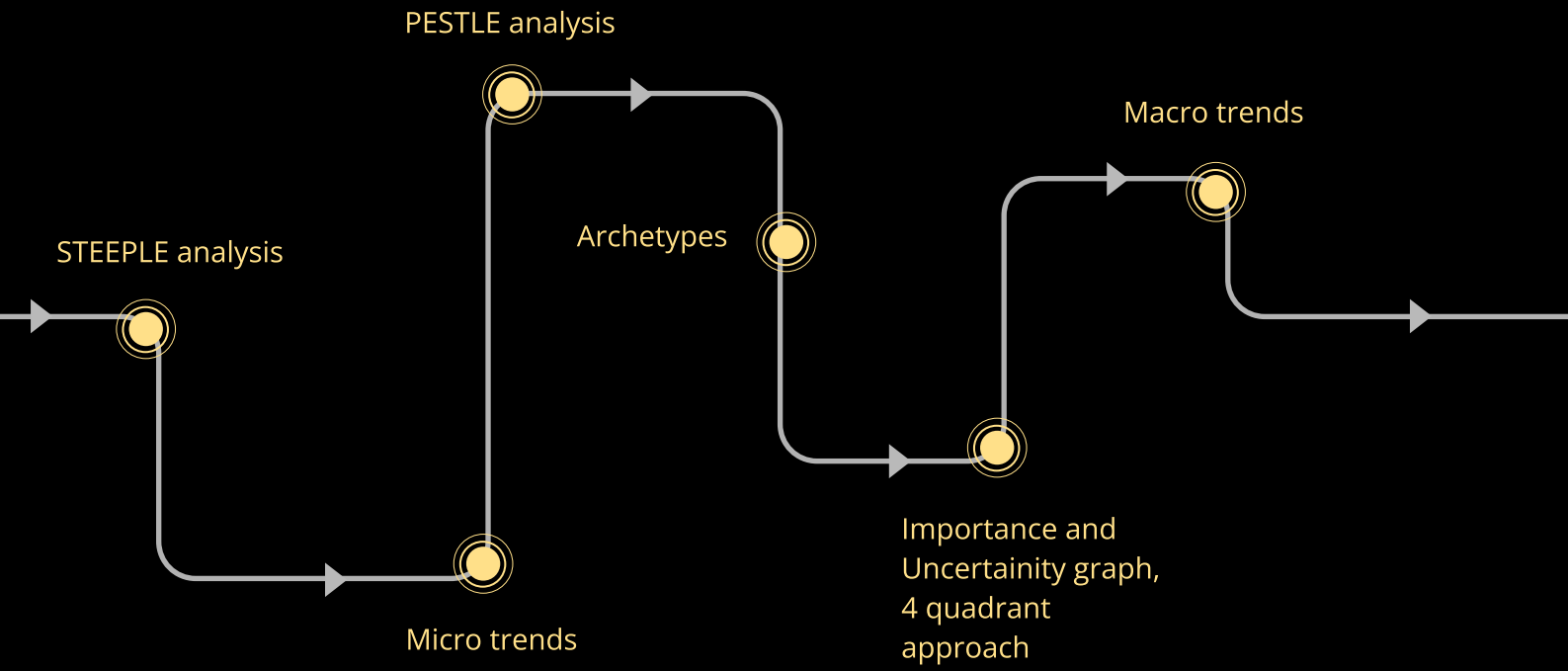

PESTLE analysis
Macro trends
STEEPLE analysis
Archetypes
Micro trends
Importance and
Uncertainity graph,
4 quadrant
approach

“ UNDER THE LAIR “

" UNDER THE LAIR "

Under the lair is a trend book containing Macro trends and their micro trend stories. The title is suggestive of the fact that a person's mental health, etc. is always in layers and segments, and the word lair suggests a housing place for concepts like AI, metaverse.

A world in which a lot of things co-exists and a place where one can accept their own self. Our brains is also a housing place for memories which brings in the nostalgia point.

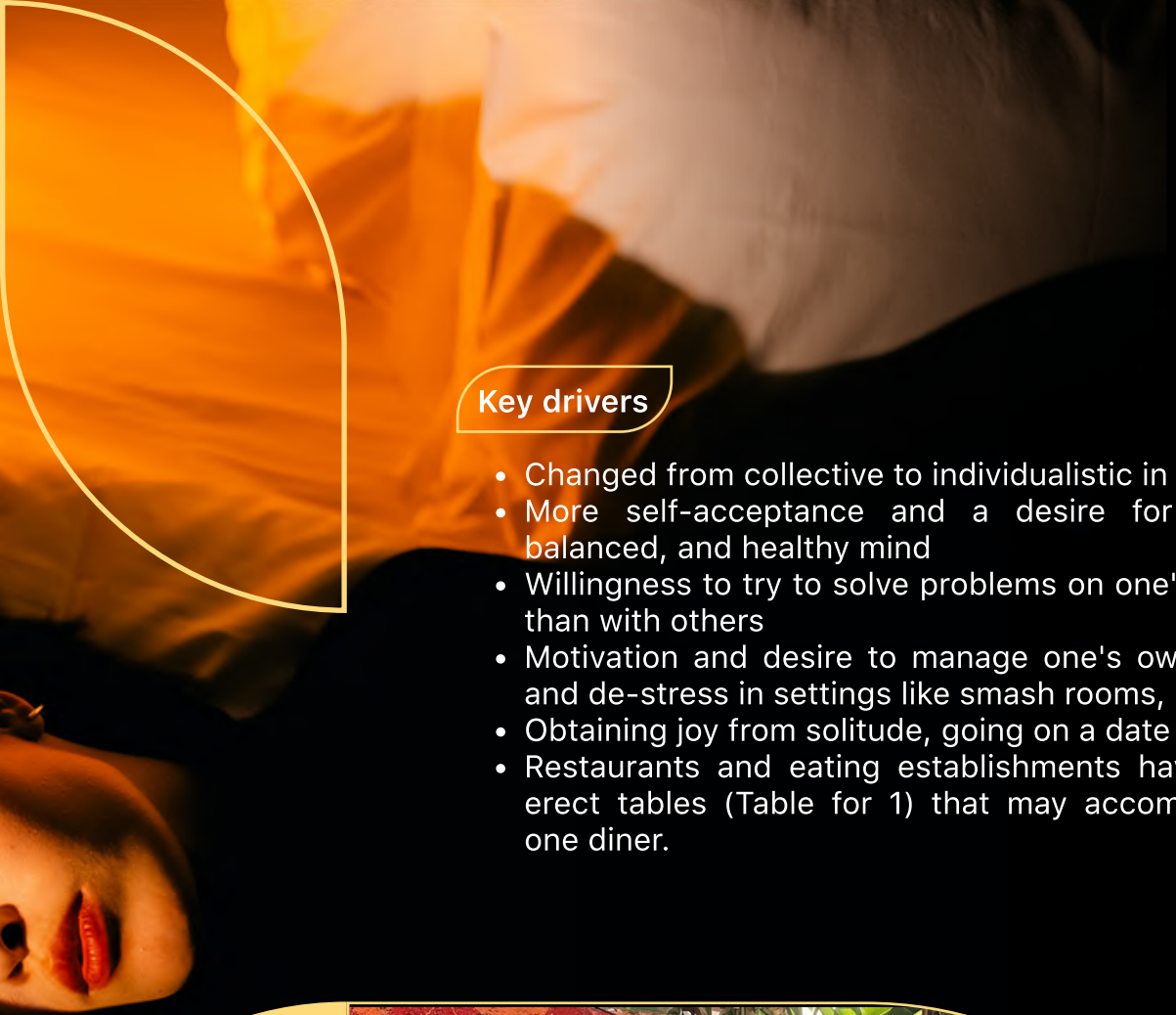
Sleep well baby

Mental Health I Self Acceptance I Self Love

Brands and organisations have started looking for methods to add to that comfort as individuals experience and value having a healthy, sound mind and embracing themselves.

Now, in addition to neurobic exercises, strategy games, and energy-dense foods, one can now crush their insecurities, pain or anything they may have in addition that irritate them in places like the smash room and advance toward liking their own company and self-love above all else. Therefore, in the path of a sound mind. Self-acceptance, self-love, and self-care are the key ideas.

One can visit cafes and sit alone at tables intended for one without worrying about criticism or societal acceptable rules.



Key drivers

- Changed from collective to individualistic in its meaning
- More self-acceptance and a desire for a tranquil, balanced, and healthy mind
- Willingness to try to solve problems on one's own rather than with others
- Motivation and desire to manage one's own deficiency and de-stress in settings like smash rooms, etc
- Obtaining joy from solitude, going on a date with oneself
- Restaurants and eating establishments have begun to erect tables (Table for 1) that may accommodate just one diner.

http://healthcollective.in/2019/01/art-express-mental-health-awareness/

Key words :

Selfcare

Table for one

SELF representation

Inclusivity

Happy head

Head biceps

Iloveme

Lets smash the pain

14-4522 TCX

16-3118 TCX

14-0849 TCX

16-1422 TCX

18-3949 TCX

Take a wiff

https://www.indiatoday.in/india/story/gujarat-woman-kshama-bindu-sologamy-marries

Images indicative of Self-Love and acceptance

https://homegrown.co.in/homegrown-creators/indian-models-with-vitiligo-are-championing-inclusivity-and-self-love

Micro Trends

Hello to your topsy turvy

As people have started understanding the importance of mental health and things they can do or habits they can incorporate in their daily lives, they are now moving towards more mindful ways of living and doing things' **puzzles**, **neurotic exercises**, **superfood packed diet**, going to talking circles, having a crying buddy, places where people pay to smash things, etc are some of the ways which have come up to help one cope up and keep a balanced mind. People now understand their own capabilities and indulge in activities as per their own individual mental health.

Dekho magar pyaar se- Date yourself first

Self acceptance, self validation along with "me time" are some of the ways people have been enjoying themselves and are bound to enjoy in the coming time. Self love and acceptance of self and others is something that keeps the mind at bay.

Log kya kahenge

Realization that what other people say shouldn't really matter more than what one thinks about their own self is the mindset that has helped people move forward into accepting their own self and their own true identity and inculcating what they like into their personalities. Brand s have come up with a " made for you-just like you" in a lot of product ranges and experiences. For example custom hair oil, custom made makeup, etc.

https://www.theguardian.com/global-development/2019/dec/20/they-travel-hours-to-see-a-doctor-for-a-minute-indias-mental-health-crisis

Wall art related to Seeking help, expressing and accepting

COSMOPOLITAN

JUNE 2020

Harnaam Kaur

"I HATED SCHOOL. THEY STABBED ME WITH PENS AND THREW FOOTBALLS AT ME BECAUSE OF HOW I LOOKED."

THE SELF-LOVE ISSUE

https://www.rediff.com/getahead/report/harnaam-kaur-the-youngest-indian-female-with-a-full-beard/20200704.htm

Purane Jeans, Naya Trend

Nostalgia I
Culture and tradition

The diversity variance extends to language, culture, food, attire, and whatnot. By a new crop of cultural guardians and rising sentiments of nostalgia, the significance of art, design and cultural legacy will be highlighted globally as a crucial component of soft power.

Cultural guardians can now conserve and promote legacy and childhood nostalgia using more than just digital platforms; they can also do so with the help of architecture, designs etc.

Micro Trends

Nostalgia nuggets

Positive allusions from the 1990s, 1980s, and even the 1970s that are included into brand messaging humanize products and create deep ties between the past and present. Brands combine the old and new together to create warmth and a little disturbance, injecting nostalgia into an authentic partnership of the past and present.

Cultural contrast

By shedding light on the underlying ideas, beliefs, attitudes, and behavior's of a reference culture, blending and interacting with people from other cultures can create a mirror image of that culture. Population, way of life, culture, preferences, habits, and traditions are all intimately intertwined. These elements are produced by the neighborhood and frequently inherited from one generation to the next.

Key words :

Retro roots

Intriguing

Heritage

Cultural adoption

Memories

Nostalgic marketing

Culture diversity

Nostalgia

Positive connect

https://
www.mylittlemoppet.com/
traditional-indian-games/

17-1663 TCX

14-0849 TCX

12-0435 TCX

14-1208 TCX

157-72-02

Take a wiff

Key Drivers

A powerful brand narrative has been created around nostalgic feelings and the promise of a return to childhood innocence as a result of the millennial generation's obsession with goods like paper boats. Bicycle riding, indoor board games, bomber jackets, themed dress-up for cultural celebrations in school have all been strongly influenced by Stranger Things.

People always try to empathise strongly with every occasion and every virtue in order to access their cultural emotions. Textile designer and artist Shradha Kochhar has captured the childhood memories of her first knitting lesson from nani and the small gestures of care and solidarity in her work, a knitted wall hanging, titled which depicts physical touch and exchange between her and her nani.

Memories, whether good or bad, are always present in our minds. These memories are reactivated each time we encounter a painting or other piece of art. We don't discount history or religion.

Chandigarh based artist Gurjeet Singh used his art to reflect his harsh, bullied upbringing, transformed a reminiscence from his boyhood into a soft toy sculpture without deviating from the Sikh culture.

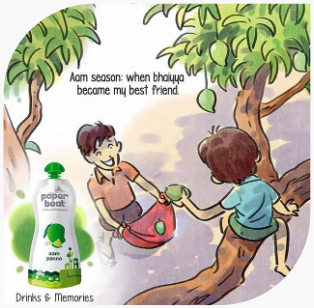
A photograph of Kochhar's mother and aunts hangs in her bedroom, below a row of yarns.

"Your wrinkled hands and my beautiful hands," a knitted wall hanging by Kochhar, shows their physical interaction and exchange between her and her nani

https://www.metalocus.es/sites/default/files/styles/mopis_home_news_desktop/public/images-lead/church_L_1.png?itok=Pez1oDN9

https://www.aajkikhabar.com/en/252619/if-youre-a-90s-indian-kid-then-these-items-will-make-you-cry-with-nostalgia/

https://www.socialsamosa.com/wp-content/uploads/2019/08/paper-1.jpg



https://static.wixstatic.com/media

https://www.architecturaldigest.in/story/3-emerging-indian-textile-artists-you-need-to-know/

https://www.rottentomatoes.com/tv/stranger_things/s01

https://images.nintendolife.com/0aee6e319e417/new-super-mario-bros.large.jpg

Trend Innovators:

Gen-Alpha, Gen-Z & late millennials
Designer
Brand strategist
Author
Filmmaker
Script writer
Painter
Social media influencers

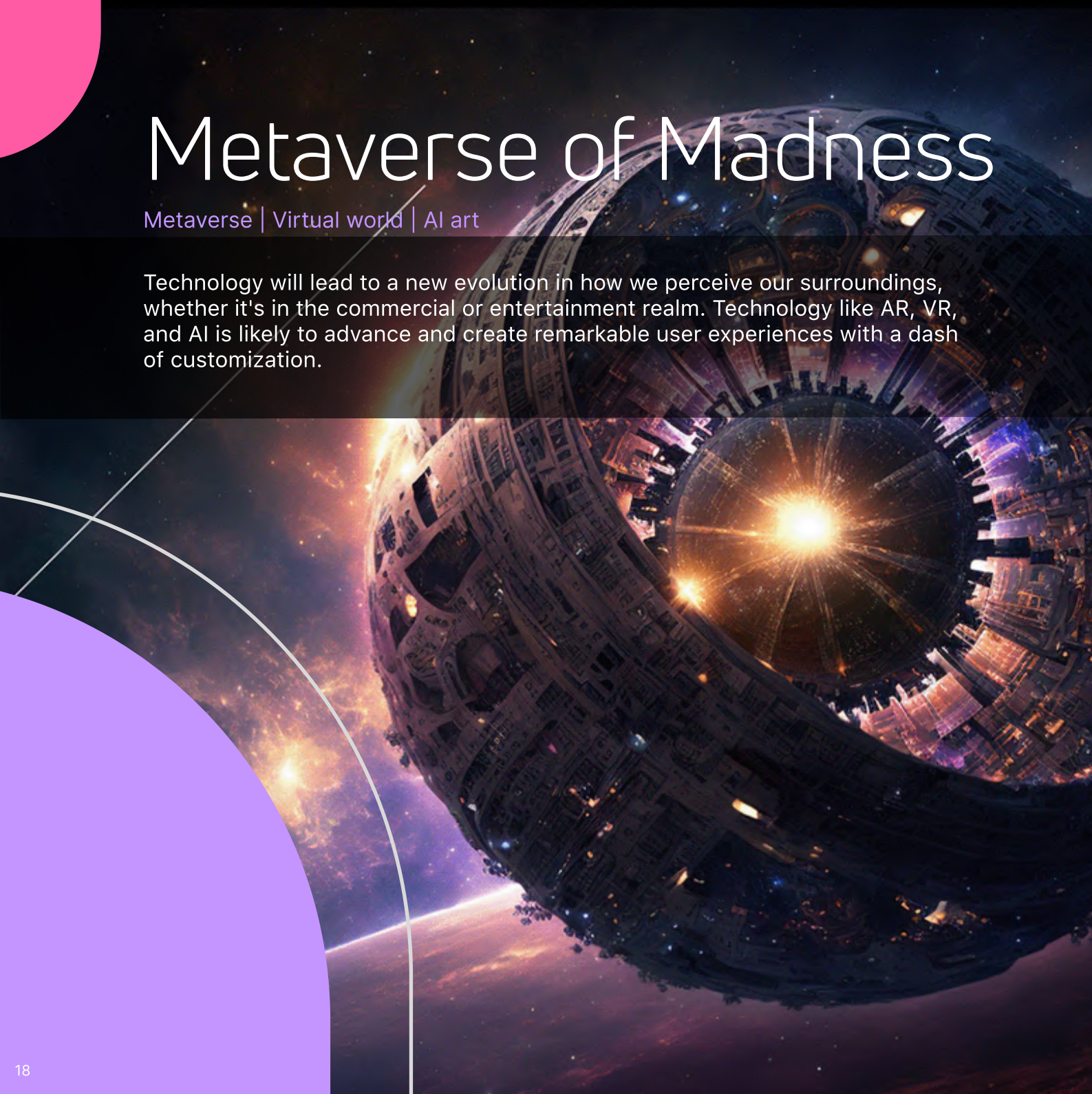
Trend drivers:

Branding
Films
Fashion and textile
Painting
E-commerce
Retail
Books
Games

Metaverse of Madness

Metaverse | Virtual world | AI art

Technology will lead to a new evolution in how we perceive our surroundings, whether it's in the commercial or entertainment realm. Technology like AR, VR, and AI is likely to advance and create remarkable user experiences with a dash of customization.



Key drivers

To experience the melding of the real and virtual worlds in an immersive plane of existence, people are drawn to popular events where they can coexist while utilising technological advancements. In the metaverse, well-known performers like Ariana Grande and Justin Beiber entertained crowds and introduced them to new age music.

People are curious about how technology may help them form connections with like-minded people, groups, and cooperative exchanges.

Because of the intimate connection between our senses and memory, brands have a high recall value. The majority of the senses are satisfied by cutting-edge user experiences created with developing technology.

People are experiencing an augmented reality representation of IKEA's furniture in their apartments by using the Place app. They will feel comfortable and respected when they receive individualised experiences from brands across numerous media. The capacity of the future will be increased by people's desire to engage in this new ecosystem and avoid falling behind.

'https://www.behance.net/gallery/137417491/VR-Racing-Simulator?tracking_source=search_projects%7Car+vi

Key words :

Immersive Experience

Augmented Reality

Virtual Reality

Digital Twins

Play-to-earn

Extended reality

Interpretation Centers

Model Monuments

Initiative

Urban Monument

Cultural Heritage

AI-Art

AI-Art community

16-3118 TCX

17-4139 TCX

17-1736 TCX

13-3906 TCX

Take a wiff

https://www.caras.com.mx/moda/de-metaverso-a-modaverso-el-curso-sobre-el-futuro-de-la-moda/

Micro Trends

Immerse in Musical Land:
The metaverse is the next evolution of the internet; it can use technology like augmented and virtual reality to immerse yourself in a vibrant digital world. The metaverse is already shaking up the entertainment world. The use of AR & VR to create effects like holograms will add incredible immersive experiences to the entertainment world. The ABBA Voyage experience in London is an excellent example of how immersive technology enhances the entire concert experience.

A Digi-Historical Walk:
In order to boost tourism in India, it aims at digitization of ticketing systems, tourists data management along with developing experience centers which demonstrates the rich culture and history leveraging immersive VR-tech. Red Fort in Delhi sets a great example for delivering an excellent sensorial experience to the visitors leveraging AR, VR to tell the historical importance of the monument.

Magician's Lair- AI art:
In the segment of Art, Illustration, Storytelling and Design, Visuals
have always played the most important part. Looking at those various artists, designers and people who were working in the segment of Digital art are now generating their own art. Yes, not creating but generating Artworks and artpieces. It's a two minute game and you have a ready artwork generated via Artificial Intelligence.

https://www.behance.net/gallery/85862125/Proteus-Labs-Freefl
tracking_source=search_projects%7Car+vr

Trend Innovators:

Gen-Alpha, Gen-Z & late millennials

Technophiles

Obssesive Gamers

Social media influencers

Trend drivers:

Music Concerts

Amusements parks

Films

Fashion

Education

E-commerce

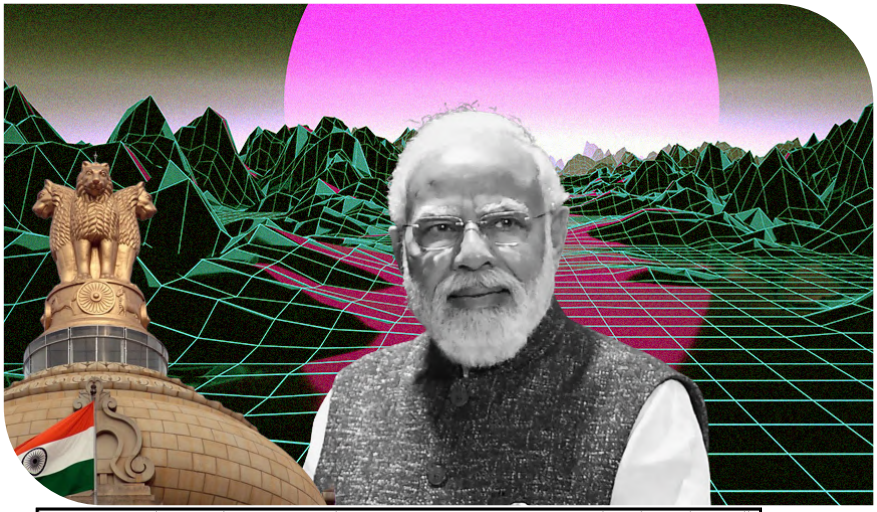
Retail

Ar

https://www.liputan6.com/global/read/4881867/pasangan-tamil-di-india-jadi-orang-asia-pertama-yang-gelar-pernikahan-di-metaverse

https://www.google.com/url?sa=i&url=https%3A%2F%2Fnftfrill.com%2Fa-couple-from-india-decided-to-have-a-hogwarts-themed-metaverse-wedding-reception%2F&psig=AOvVaw0yuQ3WJdrjh-KoUUZc0-eZ&ust=1670834521876000&source=images&cd=vfe&ved=0CBEQjhxqFwoTCIjJ2eKV8fsCFQAAAAAdAAAAABAS

https://analyticsindiamag.com/indian-banks-are-cozying-up-to-the-idea-of-metaverse/



https://www.analyticsinsight.net/running-the-government-in-metaverse-can-modis-india-work-virtually/

https://www.outlookindia.com/art-entertainment/daler-mehndi-made-history-by-being-the-first-indian-performer-on-the-metaverse-news-47929

ANNEXURE

RESEARCH

Contrast culture

QUEEN OF PAZHUVOOR

#Detailing #Viral #Historical #Stunning
#Aishwarya Rai Bachchan #Era defining
#Vintage #Distinct identity #Handcrafted
#Bridal collection

Sarangahe indo
Korean cultures impact on India

#Hype #Fascination #Intriguing #Hallyu #Booming
#Annyeonghaseyo (hello) #Good connection

Hindography
Inspire
Hindu Mythology
Super heroes
Culture
Ramayana
Culture
God

Log kya kahenge

representation
Equality
Third gender
Experience
human
transgender
LGBTQI+
humility
Tranc by chance

Oops, I sexed it up
Sex Education

Knowyourbody
inclusivity
seded

Gen-clusive

Gender inclusivity
Neutrality
Education
Unisex Uniform
Equality

Dekho. magar pyar se!

Break the Button
Unbothered
Unconventional
Reminiscing
Y2K
Re-emergence
Body positivity

Layered
fashion arm
arm warmers
epaulet
Robot arm
tech x fashion
Cyborg
arm

DEAR SKIN
#Skincare #Paraben free products #Minimal #Luminous #Healthy glow #Natural #Beauty trends #Inflammation

VOLUMINOUS

#Cozier #Relaxed #Casuality #Visually appealing #Standout #Trendy #Loosly tailored #Experimental #Upgradation #Swag

Plastic surgery?
No, Digital plastic surgery

Transformation
Digital Plastic Surgery
Deepfakes
Perfect specimen

ANNEXURE

RESEARCH

Yadon ka pitara/ nostalgic nuggets

Nostalgic Nuggets
Retro Roots
Nostalgia marketing
Positive connect
Brand Trust
Newstalgia

I'm Home-
Nostalgia hitting up

Scoobtober
Homelike
olddays
Nostalgia

End of stress/ My age of anxiety/ Storm in a teacup

Smash the numbness
Destress and let go

Smash the numbness
Smash your stress out
Pay money to break things
Smash it
Breaking zone

Topsy turvy thoughts-
Mental health and power packed foods

Powerpacked diet
Puzzles
Neurobic exercises
Strategy games
Edgy brain
Extended reality

self Awareness
feel good
kindness
taboo
selfcare
Tableforone
Pleasure
yourself
Acceptance
Take care

Manitation
Awareness
Sanitation
hygiense
health
male grooming
Cleanliness
man
Understanding

Topsy turvy thoughts-
Mental health and power packed foods

Powerpacked diet

Hair Sweet Hair
Edible gummies for a healthy scalp
Hairgummies
hairnutition

ANNEXURE

RESEARCH

Entertainment ka Extra doze.

Metaverse of Madness
Immersive Experience
Augmented Reality
Virtual Reality
Digital Twins
Play-to-earn
Extended reality

A Historical Walk
Interpretation Centers
Model Monuments Initiative
Social Memory
Urban Monument
Cultural Heritage

Magician's lair- AI Art
Aicommunity
Artificialart

Chatommerce
Popularity
Activity
Chat bot
AI
Freshness
Personalization

Sense it up! / Manandriya

Test of darkness

Awareness
Senses
Enjoyment
Experience
Pleasure
Recognition
Nudge
Understanding

Graymic

Art
Cartoon
Y2K
Understanding
2D
comics
Pleasure
Recognition

Agri-Tourism

Responsible Tourism
Sustainable acitvity
Recreational activity
Family-Friendly

SPICE'EM UP

#Spicy #Earthy look #Immunity #Appealing #Flavour #Mixology #Bold flavours #Experimental #Palate diversify #Fushion

Add your essence!

One on One

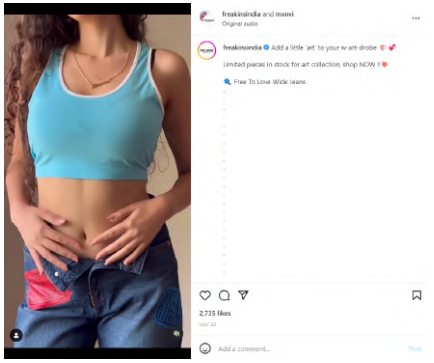
Personalization
End to end
D2C
One to One
Experience
Customer relations

Incognitovacy

Data Privacy
Going Incognito
Personalization
TL:DR
Web Tracking
Cookies

Chatommerce

Popularity
Activity
Chat bot
AI
Freshness
Personalization



@Instagram

@Twitter

अमेरिका में युवाओं में लोकप्रिय हो चुका है यह ट्रेंड

अब बिना बटन लगाए जीन्स पहनने का नया फैशन ट्रेंड

न्यूयॉर्क

दिनों अमेरिकी युवाओं में बिना बटन लगाए जीन्स
ने का फैशन ट्रेंड में है। न्यूयॉर्क से लेकर लॉस
ल्स, ऑस्टीडो से लेकर न्यूजर्सी की सड़कों पर
ाओं को इस फैशन में देखा जा सकता है। यही नहीं,
इस बिना बटन की जीन्स पहनकर पहिर्यो और अन्य
स्सों पर भी देखे जा सकते हैं। यह ट्रेंड उन युवाओं
े जो सन 2000 के आसपास पैदा हुए हैं। इस ट्रेंड
अपनाने में अश्वासी भारतीय युवा भी शामिल हैं।
फ्लोरिडा के ऑस्टीडो की मॉडल कैटी पेंटिट न्यूयॉर्क
न चीक में बिना बटन की जीन्स पहने ही आई थीं।
उनका पहला फैशन चीक रहने था। वे यहां की
ाओं और पार्टियों में इस तरह की जीन्स पहनकर नया
ाग डालना चाहती हैं। इस तरह के ट्रेंड को अपनाने
में स्टाइलिस्ट वैलेण्टा अर्टिंग ने उनकी मदद की।
न्यूयॉर्क यूनिवर्सिटी में पढ़ने साल की स्टूडेंट क्रिस्ता जैन
कहती हैं कि मुझे यह फैशन अपनाने में कोई संकोच
नहीं क्योंकि रेक्टेंगुलर बॉडी शेप के लिए यह फैशन
ज्यादा इम्प्रेसिव लगता है।

यह ट्रेंड तो बहुत कूल है

इसी यूनिवर्सिटी में फिल्म स्टडी की स्टूडेंट टेस
मैकनाल्टी कहती हैं कि यह फैशन बताता है कि हम जो
चाहते हैं, वह पहनना हमारे लिए ज्यादा बेहतर है। मैं
बिना बटन के जीन्स पहनना पसंद करती हूं। यह सेक्सी
और कूल है। सेंट जॉन्स यूनिवर्सिटी में फैशन स्टडी की
प्रो. एना मैकेन्जाडीन कहती हैं कि एक हाईवेस्टेड पैंट्स
और लो राइज कट्स के बीच एक तरह का सीमांत
फैशन है।

आप तो ग़ज़ब लग रही हैं

कैलिफोर्निया की 25 साल की ओफी फ्लॉ
ने शुरुआत में इस ट्रेंड को अपना लिया था।
वे कहती हैं कि आप आत्मविश्वास के सार
कुछ भी पहनें, लोग आपके आत्मविश्वास
और आपकी ऊर्जा का नोटिस लेते हैं। वे
कहती हैं - यू लुक अमेजिंग (आप तो ग़ज़ब
लग रही हैं)। फैशन इंडिहासकार वैलेरी
स्टीले कहते हैं कि वस्तुतः यह ट्रेंड की
शुरुआत बेला हदीद और केन्दाल जेनर जै
सेलिब्रिटीज ने की थी। मैकनाल्टी हंसते हु
बताती हैं कि जब मैंने बिना बटन की जीन्स
में सेल्फी पोस्ट्स की एक पूरा में ढेरों की ने
मेरे पोस्ट्स ने लिंकेडिन विरुद्धवाक्यों चिह्न का
इस्तेमाल किया।

@Dainik Bhaskar

https://www.lifehack.org/

https://www.bbrfoundation.org/

@TimesofIndia

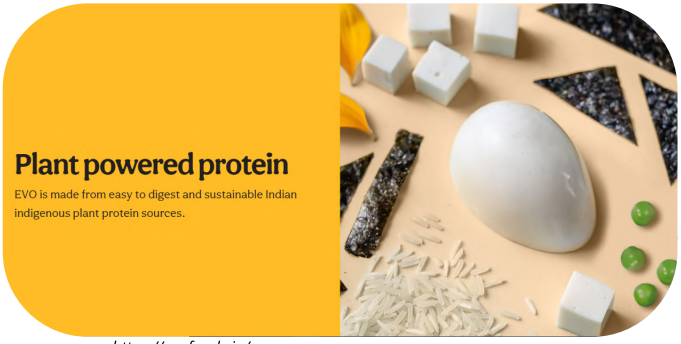
@XRToday

@Nvidia

ric Daisy Carnival was the first music festival in Roblox held over several days in October 202

@Roblox

@TimesofIndia



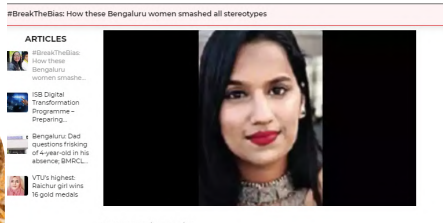
https://evofoods.in/

ere is no one way to be a woman

For Prarthana Prasad, content creator, #breakthebias means there is no one way to be a woman. "A woman who wears suits, dates other women and loves to bake is still a woman," she says. Prasad is breaking biases in heterosexual and cisgendered stories with her authentic LGBTQIA+ content. When she started, there was homophobia, while fear of online hate or offline harassment persists. "But the public response was overwhelmingly positive. A lot of people told me how much they saw their own stories, feelings and thoughts reflected in mine and that it was the first time they felt that kind of relatability," she says.

https://www.bbrfoundation.org/

Vegan Chicken: The All-in-one guide

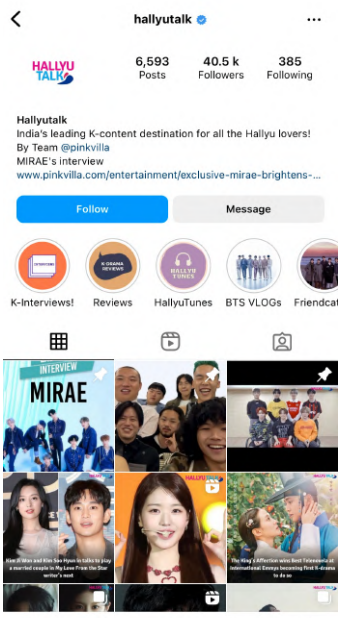


#BreakTheBias: How these Bengaluru women smashed all stereotypes

ARTICLES

No more taboo topics

Simran Balar Jain, a content creator, is breaking biases and in the process, busting myths around sexual health, menstruation and personal hygiene. Jain is popular for her candid videos, where she speaks to her audience like she is chatting with her friends on 'hushhush' and 'taboo' topics. "I unpack uncomfortable topics as there is a dearth of material on sex education and related issues," she says, explaining how she researches and collaborates with doctors in some matters. Jain has faced her share of trolls and hate for venturing into so-called 'no-go' zones. "But I have also received motivating feedback," she adds.



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