

Crystal Gazing: Apparel Trends 2016!

It is the start of a New Year and also the time for new fashion trends to make their presence felt. So, what will be in vogue this year? What are the apparel trends to look out for? **Bindu Gopal Rao** gives valuable insights as she explores the upcoming trends for this New Year.

The market for fashion apparel in India is growing in double digits, fuelled by younger demographics, growing disposable incomes and aspirations, a greater embrace of self-indulgence and a fast-growing availability of new brands, both in the physical and digital ecosystems. With the youth driving the preferences, the wardrobe is essentially becoming more casual and more people are wearing casuals to work, parties and elsewhere. Washes with various techniques of treatments such as heavy enzymes in shirts, garment dye, pigment spray and stone wash, will be seen with a huge variety of different combination of wash techniques. "A lot of cut and sew, thread colour detailing in button holes and side seams, different combinations of buttons in garments, mix and match of fabrics in one garment and different colours, prints and solids will be seen. Contrast fabrics and finer detailing are elements of surprise for the consumers. Tropical jungle leaves, feathers and tropical flowers play a vital role in all garments," says Sanjeev Mukhija, Founder, Goldenseam Industries Pvt. Ltd. and Managing Director, Breakbounce. Women's fashion will be dominated by lace, ruffles, bows, mismatched prints and pairings. "For men, we will see great-fitting classic silhouettes in novelty and performance fabrics that provide comfort. Kids' fashion almost completely repeats adult fashion trends—fluid fabrics with coloured prints and indistinct patterns resembling watercolour drawings. In terms of surface ornamentation, embroideries, beautiful lace, fringe, appliqués and ribbons will be seen. A lot of fancy knit tops and lowers are now in trend," says Mohita Indrayan, CCO and Co-Founder, 612 League. Richa Gupta, Founder, Zumbasa.com, says, "After the end of a winter sale and boom in graphic sweatshirts, Spring/Summer 2016 will see a major comeback of 60s styles with peasant blouses,

off-shoulder tops, flared sleeves, bell-bottom pants and flowy skirts. We will be going back to hippies' style of dressing up with a modern twist."

MATERIAL MATTERS

Cotton and cotton stretch, poplin, twill, drill, yarn dyed dobby and coarse twill with slub fabrics will rule the year. 2016 will see a trend using all natural fibres. It will be all about seeing more cottons and crochets. For an ultimate chic and trendy look, details, materials and embellishments are very important. "Some of the upcoming materials and details coming in 2016 are sequin embellishments, velvet, knits, lace and net. Minimalism will never go out of fashion. In this season, we will see a lot of minimal embellishments on top shirts and dresses," says Ashish Gurnani, Co-Founder, Post Fold. Linen is cool and absorbent, this fabric mixed with satin would create rich canvas textures. According to Rachna Aggarwal, CEO, Indus League Clothing Ltd., "The materials trending for the year to come are superfine slubs, lightweight jacquards, textures and dobbies, lightweight grindles and space-dyed fabrics." Materials which we are going to see in the coming year would mostly be nostalgic and romantic textiles like luxurious linen, viscose, lace and velvet, revitalised with a modern touch. "Uneven raised surfaces to embossing and bubbled effects might also start trending. Dresses in graphic stripes and jumpsuits are a must-have. Tops and dresses with ruffles and bows, angular necklines, low-slung pants, high necks with ruffles, lacy designs and scarves will be big in 2016, every wardrobe must have them," says Ira Malhotra, Director, Iralzo.

DEMOGRAPHIC TRENDS

Today's kids are the new fashionistas who love to be in trend. 2016 will see a large influx of garments



TREND TALK



FASHION AFICIONADOS WILL FEEL PRETTY NOSTALGIC THIS YEAR AS THE 90S FASHION WILL MAKE A HUGE COMEBACK. THE USE OF DIFFERENT COLOURS LIKE ORANGE, GREEN, YELLOW, PINK AND BLUE WILL BE SEEN THROUGHOUT THE YEAR.

inspired by graphics of nature, animals and sea-creatures. "There will be a lot of floral prints for the girls. Spanish influenced silhouettes with knife-pleated dresses and skirts will make the little girls look eclectic. For boys, it is the bold-layered stripes all the way," says Sharad Venkta, Managing Director and CEO, Toonz Retail. This Spring/Summer 2016, Being Human will be launching 'Being Active' marking its entry into performance sportswear category. Being Human's

much anticipated Spring/Summer 2016 collection is bustling with colours, textures and prints, inspired by the latest international fashion trends. "Key trends for the upcoming season are statement tropical prints, washed pastels, athletic-leisure and street wear-inspired silhouettes and nature-inspired prints. The latest apparel trends include casual and smart clothing, in several fabric options, such as prints on indigo, printed linen, pure linen, cotton dobby and jacquards. Trends also include premium range of smart-tailored shirts in superfine yarn counts," says Saurabh Singh, Design Head, Men's wear, Being Human.

PEOPLE'S FASHION!

Fashion aficionados will feel pretty nostalgic this year as the 90s fashion will make a huge comeback. The use of different colours like orange, green, yellow, pink and blue will be seen throughout the year. High necklines and ruffled sleeves will be in vogue. "Mismatched innovations, whether off in colour or asymmetrical in shape will be in trend along with off shoulder dresses. The stripe-on-stripe fashion will also be seen. Try this style if you are interested in tricking the eye and want to add a few inches to your height. 'Orange will be the new black,' this year. This bright hue will become a popular choice amongst women for party dressing. Crumpled fabrics will be a rage, this season. The best thing about this fabric is that you don't need to iron it. This wrinkled fabric looks

TREND TALK



chic and stylish,” says Gurprit Sawhney, Managing Director and Founder, Trendy Divva. “The key style trends for 2016 in young men’s wear, led by John Players, would include quirky prints with motifs ranging from conversational florals to micro-geometrical prints. Vibrant colours, including orange, yellow, blue and green will be in vogue. Indigo continues as a key colour trend from shirts and tees to denims. The young male fashion is inspired by edgy, experimental and fashion forward design language which translates into vivid colours, bold styling and sharp fits,” says Atul Chand, Chief Executive, ITC-LRBD.

IN VOGUE!

All over prints and motifs with cues inspired by flowers, sea creatures, tribal markings, eerie graphics, contrast fabrics, detailing through buttons and seams, prints on pockets and dimensions in construction in key areas,

such as pockets, to give a 3D effect, will be seen. Jewel tones like coral, burgundy, indigo, teal, aqua; pastels and natural tones like taupe, powder blue, beige, cream, sand and coffee will be in fashion. The fashion trend, next year, would mainly be long skirts made in artisanal weaves with crop tops and dupattas, embellished with sequences, pearls, gold hues and *danka* work. “Also, inspired by the young generation, gown style saris would be a part of the wedding trousseau. Shades of orange, peach and blue are the colours that we are looking at. Trends for casual wear are long-slit kurtas with flared pants, jump suits with organic colours,” says Smita Rathi, Design Leader, Indian Artizans. The love for Victorian dressing is back in fashion and oversized masculine tailoring is seeing a revival. “Those ruffled, puffy sleeves, high-collared necklines and loads of flowers are becoming a must-have in a woman’s wardrobe. Asymmetrical necklines are also being experimented with,” says Siddharth Saigal, Owner, Wrap Studio. Amit Singh, Design Head, Spykar Lifestyles Pvt. Ltd., adds, “The blues will continue to dominate the season, with wash experiments on denims and indigos. The washed look will be extended to shirts and tees through laundry processes like; CPD, sponge wash, diffused bleaching, Optic and Brasso wash, etc. Laser fraying and printing, decorative patchwork and hobo-repairing are the key processes for denims. The prints are inspired by marine life and tropical foliage.”

With these new trends foreseen in the industry, the apparel sector is looking forward to a trendy and innovative 2016! ■