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What's Trending in 2020?

It is that time of the year again! The New Year has come knocking and with it, the time to forecast apparel trends for the year. **Bindu Gopal Rao** throws some light on the trends ahead.

As the curtains go up on a new year, *Apparel* speaks to industry experts and apparel manufacturers to give you a lowdown on how the apparel market will do in terms of materials, colours, cuts, and more.

CONTEMPORARY MAKES

Comfort, functionality, vivid and fresh colours, fitted silhouettes, and skin- and earth-friendly fabrics are set to be the key trending elements of the year. Minimalistic outfits are set to be the rage this year as they are quite trendy, have an easy-breezy appeal, and are ultra-comfortable. Rashi Menda, founder of ISU by Zapyle, says,



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“The fashion trends in 2020 will be highly inspired by 2019, wherein satin skirts, pleated fabrics, organza, and minimalistic prints ruled the fashion universe. This year is going to be all about exaggerated sleeves and ruffled patterns. Buckle up to rock polka dots and colourful leather ensembles that will be big, bold, and statement-making.” A rather large part of the mainstream fashion world is keeping up with the latest trends. As far as colours are concerned, bold, monochromatic hues as well as shades of pink, purple, and neon will be highly visible in fusion dresses that are targeted for millennials. Puneet and Yatin Jain, directors, Odhni, say, “Although we are loving bold colours, pastels will not go out of style in 2020. On the other hand, if we talk about style, then bohemian prints and khadi will occupy the maximum number of shelves in stores. Besides, fringes are also going to become a key apparel trend for the next couple of years. There are different methods in which each designer chooses the materials and styles them accordingly. Fine-tailoring, mainly focusing on sleekness, is becoming a trend and designers are emphatically promoting tone-on-tone embellishments, thread-work, and textures. Personalisation is something that everyone seeks while wearing an outfit. Henceforth, it has become important for a designer to create a pattern that allows the outfit to be paired differently.”

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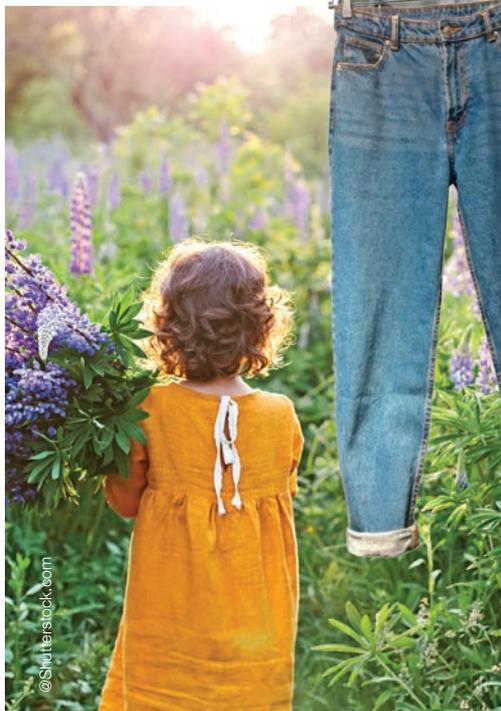
COMFORT MEETS CONSCIENCE

The trend of athleisure and comfortable clothing that started in the last decade is expected to continue well into the 2020s. Designers are latching onto this and using high-end styling without sacrificing comfort. The day and age in which we live, people are multitasking, they are moving from day to night with no downtime; they need clothing that can comfortably take them through their day. Capsule wardrobes, green manufacturing, re-cycling, re-wearing, and innovative dresses will be the trends that are going to rule in 2020. “As customers are becoming choosy in selecting garments, they would downsize their collections into capsule wardrobes. Other important features of 2020 will be eco-friendly clothing, upcycling, and on-demand collections for niche customers,” says Nidhi Yadav, creative head and founder AKS Clothings.



FEATURE

CLASSIC, CRISP SILHOUETTES WITH MINIMAL PRINTS—THINK A CUBAN COLLAR SHIRT— IS THE EASIEST AND COOLEST WAY TO DON A SUMMERY LOOK.



COOL KIDS

Kids' clothing has evolved every season and will continue to move towards more skin-friendly and minimal silhouettes, which are stylish and fun. Malini Chawla Saigal, mompreneur and COO, Ravissant says, "Kids, today, can be seen wearing charming and stylish kurtis when it comes to ethnic wear. They are crafted with astonishing handwork, embellishments of pearls, stones, beads, and sequins, and eye-catching embroidery, making each piece a classic. There is a wide array of traditional wear to choose from—sherwanis, kurta-pyjamas, dhoti-kurtas, lungis, mundus, and Jodhpuri suits that lend a classic and unique appearance."



FOR THE MALE SARTORIALIST

The main driver for men's clothing is comfort and edge, more fitted products that are either monochromatic or fresh with a vivid hint of colour. Classic, crisp silhouettes with minimal prints—think a Cuban collar shirt— is the easiest and coolest way to don a summery look.

Pairing this with solid coloured shorts and chinos will complete the look. In addition to the upcoming trends in 2020, the 70s' trends are going to dominate the season. High-waisted pants with tucked-in tees and open button-downs will be in. Steven Jhangiani, CEO and founder, Kurtees avers, "2020 will see people continue to invest in garments that provide high quality at affordable pricing. We see our customers responding to both the familiarity as well as the unique presentation that our garments offer. Cotton is really having a moment and it is expected to continue in 2020. In our specific line, we see Kurtees continuing its mission of incorporating traditional T-shirt styles and elements in organic kurtas."

STYLES FOR WOMEN

A key trend for 2020 is empowered feminine tailoring; structured yet feminine, sharply defined garments will rule 2020. "Garments that women can easily wear to work, those that transform

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effortlessly into evening attire, such as pastel suits, leather jumpsuits, and oversized Victorian sleeves, will make a dramatic comeback this year. From tea parties to cocktail dinners, it will not just be about elegance but also casual fusion,” says Subarna Devendran, SD Couture. A basic floral dress with cowboy boots is enough to make a statement in itself, making for a boho-chic look. Co-ords, too, will be ruling this season. “I believe that colours like mustard and olive are going to make a huge comeback. A beautiful mustard-coloured minidress can be teamed with light-coloured pointed shoes. One can also choose to go monochrome with a touch of patterning. The love for oversized clothes has been here for quite some time now and will continue to stay,” adds Menda.

FASHION CUES

Clean and sharp cuts with no additional fabric causing creases or folds, more sharply tailored garments, and functionality will be in.

“Comfortable and functional fabrics are those that are stretchable, sweat-absorbent, low-maintenance, stain-repellant, are quick to dry, easy to be ironed, and can blend with the twists and turns of the body,” says Kewalchand Jain, chairman and managing director, Kewal Kiran Clothing Ltd. Men and women have a few trends and styles in common, such as the comeback of the disco collar, something from the 60s that had a great impact on fashion, when these long, sleek, and sharp collars in different prints, textures, and bold colours were buzzing. “Other trends to follow in 2020 are structured, sporty looks—from jackets and pullovers to trackpants—are a go-to in 2020. Hot pants also make for a great return in the upcoming season for women. Leather, polka dots, neon colours, and tiered dresses are some more trends to be followed this year. 2020 will be the year to play with bold and bright colours, be it in the summer or winter. Twinning as it is, will always be a trend when it comes to kids’ clothing,” avers Devendran. Organza, faux leather, lightweight cotton, and linen will be the trending materials as will be lightweight materials, which are also environment-friendly. In the world of art, design, and fashion, creating a fusion with different types of clothing will never get out of style; fusion collections always inspire fashion enthusiasts—whether it is pairing a monochromatic outfit with a floral cape or plain dhoti pants with a vibrant tunic. ■



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