

apparel



FAIR UPDATE

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A Big Success

Summer Trends of 2024



@ Avishya

Summer of 2024

The dawn of the New Year means it is time to look into the crystal ball to predict the apparel trend that will rule 2024.

Text | **Bindu Gopal Rao**

It is 2024 which means that it is a spanking new year to make predictions of how the trend scene will play out. Let's scan the apparel industry to track some key summer trends that are topping the charts this season.

COMFORT CUES

An increased pivot towards comfort-driven styles, responding to lifestyle changes is being seen as a key trend for the year.

Relaxed fits, breathable fabrics like cotton, and adaptable attire for indoor and outdoor settings will be the top choices. Loungewear, athleisure, and versatile hybrids blending casual and formal wear are taking centre stage. The demand is already surging for versatile fashion. Pieces that effortlessly shift from day to night or from work to leisure are gaining traction.

Nishit Gupta, Director, Kalki

Fashion: *“Versatile clothing enabling mix-and-match styling, with reversible options, convertible items, and pieces featuring detachable elements are proving popular. The industry witnessed a significant move towards inclusivity, accommodating diverse body types with extended size ranges. In this year, brands will emphasise on creating attire that flatters various shapes without compromising on style. Consumers have been favouring multifunctional designs, appreciating hidden pockets, detachable features, and adaptable elements for enhanced convenience and utility.”*

SUMMER FASHION

The prevalence of pastel wedding fashion is expected to transition into summer styles. Anticipated trends may incorporate breathable fabrics complemented by pastel shades, lightweight layering, and versatile

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pieces suitable for diverse occasions.

Jawahar Singh, Co-Founder,

Avishya: *“With summers becoming warmer and longer everywhere, we see a greater demand for lighter, cooler and breathable fabrics. Also, with work from home slowly fading away, we see more people returning to regular office work and therefore more demand for elegant and practical workwear apparel including ethnic wear at lower price*



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Abhishek Sharma, Co-Founder & COO, Fashinza: *“Inclusivity is becoming a focal point, with consumers demanding diverse sizing options and representation in the fashion industry. The rise of virtual try-ons and augmented reality is reshaping the online shopping experience, allowing customers to visualise products before purchase. Additionally, personalisation is gaining prominence, as consumers seek tailored recommendations and customisable features. Social media plays a pivotal role in shaping fashion trends, with platforms like Instagram and TikTok influencing consumer choices through user-generated content and the promotion of diverse styles.”*

points. Specifically, more apparel with lighter colour tones especially pastels led by Pantone colour of the year—peach fuzz—will drive the summer colour palette. Also, easy to wear non-fussy garments will be preferred instead of elaborate clothing in summer.”

TRENDING STYLE

Consumer preferences in clothing are undergoing significant transformations in response to evolving societal trends and values. There is a pronounced shift towards sustainable and ethically produced fashion, with consumers increasingly prioritising environmentally friendly practices and transparent supply chains. The dominance of fast fashion is waning, giving way to a preference for ‘slow fashion’ characterised by durable, high-quality pieces and timeless designs.

DEMAND DRIVERS

Factors like e-commerce growth, innovative marketing, and sustainability efforts are expected to drive the apparel market. E-commerce is going to be a



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Integrating heritage looms into their outfits is a rising trend, adding exceptional charm. Consumers seek garments meant to be passed down generations, reviving a tradition after decades.

more than \$100 billion industry across the globe. Since people will be coming back to work, there is expected to be a lot more involvement and investment in good looking work wear and party wear that will result in a market volume growth of over 30 per cent this summer. Today, consumers are seeking uniform experience—whether online or offline.

Sonal Kapoor, Founding Member-Buying, NEWME: *“More businesses in the fashion and retail sectors are pivoting towards adopting an omnichannel approach. Secondly, it is projected that digitisation will attract an additional 400 million online shoppers. With the increasing penetration of data and internet services in smaller towns and cities, a substantial number of Indians are expected to join the online shopping trend. Thirdly, India surpassed China as the most populous country last year, with over half of its population under the age of 25. This positions the country for a significant influence on global fashion choices. The unique consumer set, particularly the GenZs, is anticipated to*



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shape fashion preferences in the years to come.”

CHOICE MATTERS

Customers increasingly prioritise ethical practices, favouring brands that offer tailored shopping experiences. Beyond the bride and groom, every family member desires a personalised touch in their wedding attire. Integrating heritage looms into their outfits is a rising trend, adding exceptional charm. Consumers seek garments meant to be passed down generations, reviving a tradition after decades.

TREND TRACKER

Sukanya Bhattacharyaa, Founder, Prathaa: “Consumers are embracing a ‘quality over quantity’ mindset. They seek transparency, valuing brands that prioritise ethical sourcing and fair-trade practices. There is a noticeable shift towards versatile, timeless pieces that cater to various occasions, aligning with a more mindful approach to wardrobe curation. We are witnessing a transformative phase where the industry is redefining fashion beyond aesthetics. Collaborations and alliances among brands are fostering innovation in sustainable materials and production techniques. Circular fashion initiatives and a focus on upcycling are gaining traction, emphasising the industry’s commitment to reducing waste and promoting a circular economy.”

FUTURE PERFECT

Some of the key segments that are driving consumption are the ever-evolving dimensions in fusion wear, reimagining the expression differently for millennial and GenZ consumers.

Anuradha Chandrashekar, Co-Founder, ICH NEXT: “Another is performance and sportswear, with consumers increasingly having access to a variety of sporting facilities and the consciousness of maintaining healthy lifestyles becomes more a daily ritual than a New Year resolution. Corp-core is a niche but growing segment in women’s wear with women entrepreneurship on the rise. With the men’s grooming market on the rise, men’s fashion brands will need to start straightening up as consumers get a lot more involved in their style. Light layering and casual-prep ensembles will be on the rise.”

While India may not have been traditionally considered a fashion-forward market globally, the effects of globalisation and digitisation have led to the evolution of new consumer habits and spending patterns. Dolly J, Designer Dolly J Studio, concludes, “Fashion always mirrors the mood of the current times and, for sure, the current geopolitical developments have shaped the mood for clothing across. We are entering an era of slow and luxurious fashion that is rich in its overall appearance. People have realised investing in classic clothing is more profitable in the long run than fast fashion.” Are you ready for the new trends? 🚦



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HIGHLIGHTS

Key Trends of 2024

- Loungewear, athleisure, versatile hybrids
- Elegant, practical workwear apparel
- Slow fashion, durable, high-quality pieces, timeless designs
- Performance and sportswear
- Online shopping
- Quality over quantity