

VISION **NXT**



TrendByte

Heavier Hues



Shady Summers

No-brights/ low-brights this Summer

As our team spotted the popularity of darker shades around November 2022, the trend continued to go upward this summer. Although traditionally, preference for darker shades is not something one finds abundantly during the tropical heat experienced in India, the liking for darkness as a theme is appealing to many.

“The old money aesthetic”, a trending sub-genre popular on reels and TikTok, GenZs have given a spin to it, giving rise to the “Desi Dark Academia” style. An article on [homegrown](#) quotes the trend underpinned by addiction to *chai* and *mehendi*. The Desi Dark Academia draws inspiration from old literature and is quite popular among the literary community.

Gloomy Indian Summer and *The Inspired* tell a tale of dark themes and elements inspired by pop culture slowly seeping into the Indian fashion landscape. We also see effortless, powerful visual imagery that dominates throughout.

What's inside?

Gloomy Indian Summers:

Moving away from the brights, we see a rise in the darker hues. The popularity of the shades is almost indispensable among the youth.

*Gehri Prerna**:

A play on motifs, and kitsch elements, *The Inspired* story is about the a derived inspiration from darker themes of different domains.

A woman with dark hair pulled back, wearing a black turtleneck top and large, ornate gold earrings. She is looking slightly to the left. The background is dark and textured.

LUNE

**Hindi word, translates to Deep and inspired*

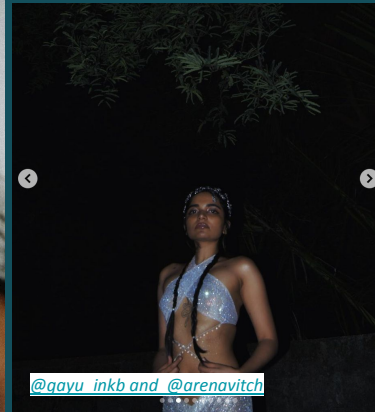
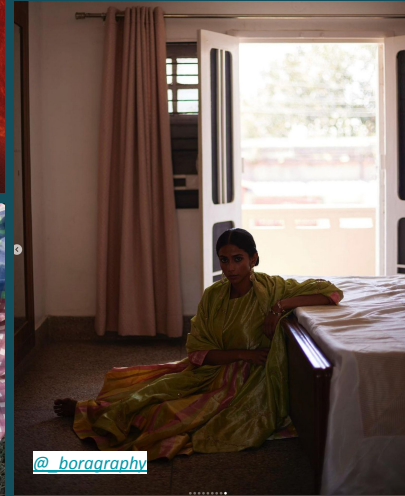
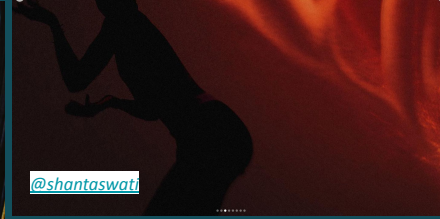
Gloomy Indian Summers

Darker statements, powerful, ethereal

A gloomy yet powerful romantic visual dominates the Indian scene. Moving so far away from cliché brights for summer, brands are redefining luxury with darker aesthetics and elements.

This summer, missing the muted lighting or flashlight photography highlighting the silhouettes is impossible. Rich visuals and opaque elements also play a big part this season.

Brands and individuals can focus on balancing the darker elements of apparel with rich, bright jewellery, exhilarating royalty and richness.





Tooth Pari: When Love Bites review: This Indianised vampire drama is a treat to watch

New Delhi, India • Written By: Pragati Awasthi • Updated: Apr 21, 2023, 07:14 PM IST



@rawmango



Gehri Prerna*

(Hindi word, translates to Deep and inspired)
Kitsch, Motifs, Impressionable concepts

Inspired by pop culture, we see a rise in dark-themed styling across brands. The increase in the number of

shows across various OTTs focusing on intense, dark-academic-derived concepts has also influenced the imagery in fashion.

Brands can take up Indian/folk-inspired gothic elements, as it seems very popular among the youth. Extreme contrasts and whimsical escape are all themes that one can explore. Agencies can also take up strong narratives that can lure in young customers.

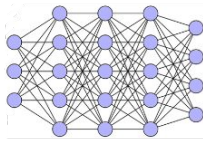


HOW WE WORK

A brief look at our process



Trends spotted by treppotters through the Visionxt app.



Deep learning Model Development and Prediction.



Generation of reports through Trend bytes, whitepapers, newsletters, etc.

1

2

3

4

5

6

Trends spotted from social media, e zines, blogs and other open sources.



Accumulation at Visionxt server



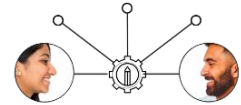
Integration of Artificial (AI) & emotional (EI) intelligence.



AI

EI

Dissemination of info through customised insights.





BYTE BY

Poornima S, Harithaa Murali (Trendspotter)

EDITED BY

Aakriti Gupta

VISIONXT INVESTIGATORS

Dr. Kaustav Sengupta
Director - Insights

Dr. Shalini Sood Sehgal
Director - Creative

DISCLAIMER

This report entails no intention to promote any brand or service.

The VisioNxt trendbytes are insight-reports from India periodically published by VisioNxt trend byte team from NIFT India. The compiled report is exclusive copyright to NIFT India and no portion can be published, re-presented or uploaded without permission from VisioNxt team.

For more details, contact:

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

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