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“CLOSE - TO - SEASON” FASHION TRENDS

An Insight into Innerwear Trends by NIFT VisioNxt



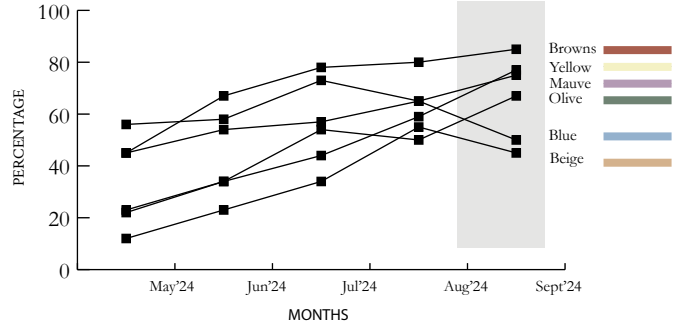
Insights from DeepVision

In 2020, India's women's innerwear market was valued at approximately ₹321.64 billion, with an expected growth to ₹621.35 billion by 2025. The Night & Underwear market in India is projected to generate \$1.06 billion in revenue in 2024, with a 5.23% annual growth rate (CAGR 2024-2028). In India, per capita revenue is expected to be \$0.73, with a segment volume reaching 439.2 million pieces by 2028. The demand for premium silk nightwear is rising, fueled by India's rich textile heritage and increasing disposable income.

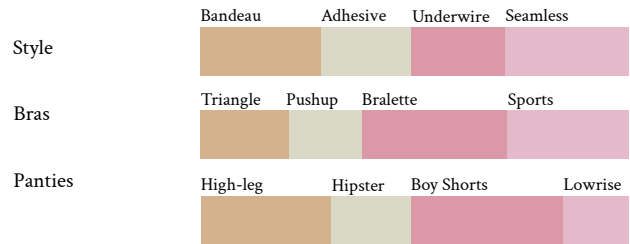
(Source-businessresearchinsights.com)

NIFT VisioNxt is the first trend forecasting initiative for India. It is backed up by Artificial Intelligence (AI) and Emotional Intelligence (EI). The fashion signals collected by our 800+ trained Trendspotters across the nation are processed using the robust, ethically certified deep learning model (DeepVision) developed with 100+ product categories specially developed for India to analyse localised trends. The results are further visualised as infographics, closer-to-season trend reports, micro trend reports, mindset reports, and trend books to share accessible insights with the fashion, retail, manufacturing, startups and weaver community of India.

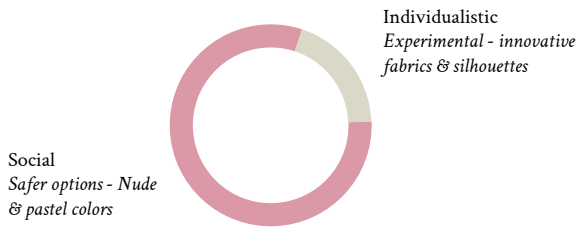
POPULAR IN COLOR



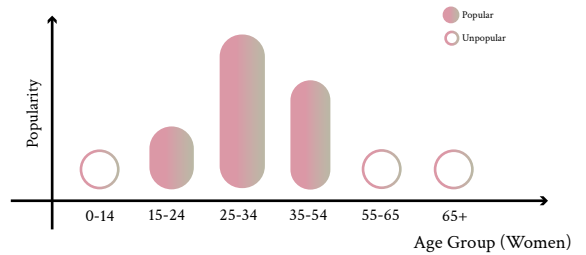
ATTRIBUTE POPULARITY FROM MAY 2024 - SEPT 2024



CONSUMER INSIGHTS



POPULARITY INDEX



Brands to watch

1. Shyaway
2. Wunderlove
3. Shop Diris
4. Tailor & Circus
5. Amante



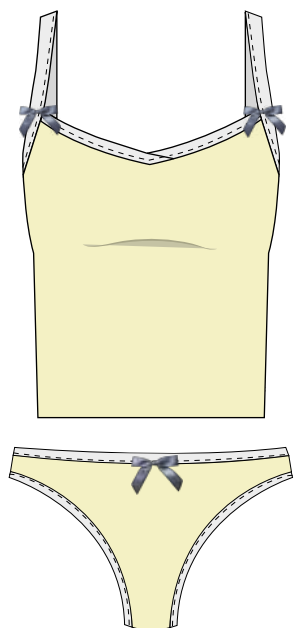
Second Skin

Each curve, each line, becomes a celebration of self, reclaiming comfort and making it one's own. Wrapped in fabrics that nurture rather than confine, there is a rediscovery of the freedom to move, to breathe, to simply be. Raw is a quiet revolution, where confidence grows from within, and comfort is a choice held firmly in hand.

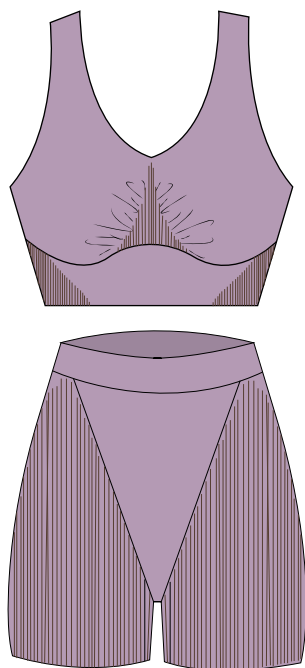
Observation: Comfort is key in underwear and lingerie, making seamless undergarments a popular trend. Designed to eliminate visible panty lines, seamless underwear offers a snug fit without needlework. Available in various styles like briefs, thongs, and bikinis, they come in a range of colours and fabrics, including cotton blends and synthetic materials like Lycra and nylon, which wick moisture and suit activities like yoga and running. High-waisted underwear is also making a comeback, offering a flattering fit that blends retro and modern styles.



Design Directions: Brands can connect with today's consumers by focusing on inclusivity, comfort, and versatility. Subtle luxury is attractive to those seeking basics that are both high-quality and suitable for daily wear. The minimalist trend, characterised by its neutral colours and clean, simple designs, has become popular for its refined yet practical appeal. Retro styles are making a comeback, with high-waisted briefs and boxers leading the trend. This revival not only nods to past fashion but also emphasises comfort and a classic silhouette, blending nostalgia with modern sensibilities for a fresh, yet familiar look.

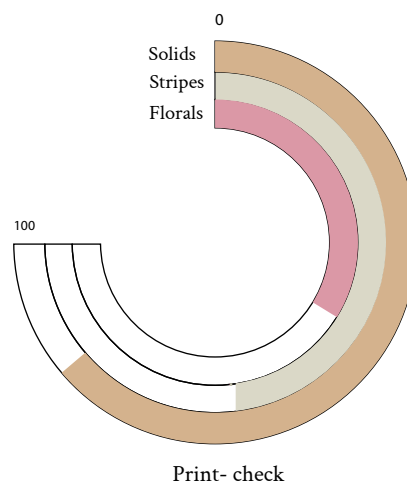


Coquette core inspired Camisole and Thong with bow details



Seamless shapewear co-ord

TREND-O-METER



For more information, visit www.visionxt.in | Contact us for custom insights at visionxt@nift.ac.in

Insights Lab - Chennai, India.