

VISION **NXT**



TrendByte

“शुभ-गृह”

Urban Home Fashion Trends of India (Sep 2020)



“शुभ- गृह”

Comfortable, Mindful, Adaptable

A blow to our lives like no other, this year has knocked the wind out of the best of us. One of the most defining aspects of the century, the global pandemic seems to have cast a dark shadow of precariousness and danger over our future. In this dystopian world of chaos and confusion, the only antidote seems to be comfort and security - and what better place to find it than our homes?

Being forced to stay indoors has led us to discover new aspects of our lives, something we perhaps never had the time to do before. In our search of care and safety, we find ourselves becoming closer to ourselves and our loved ones.

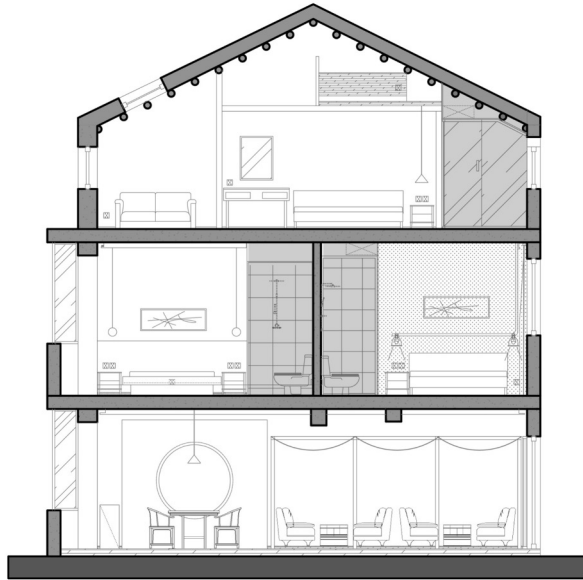
Spending time with yourself and your family with cozy blankets and entertaining movies as company - it's like hot cocoa for the soul.

As we become more in touch with emotional and physical well being, we also see a need to be productive and do justice to this time at hand. For some, this means investing time in our hobbies, and for others it means throwing themselves into work like never before. With “virtually” unlimited work hours, full fledged digital lives seem closer than we would have expected.

A quiet time for reflection, we have also become more conscious about our mortality and the impact we have on the world.

Whether it is the comfort we find in the home within or without, it find expressions in uplifting and mindful choices. Prioritising practicality and fuss free options makes life in these dark times easier.

Focal Points



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Horn OK Pause: A focus on taking a step back and charting out a healthy lifestyle

Come, Sit With Us: Taking out some “we” time and building on relationships that matter

Cozy Custody: In turbulent times we find comfort and warmth in spaces that we call our own

My Dil Goes Zoom: Of Internet interventions and reconsidered routines

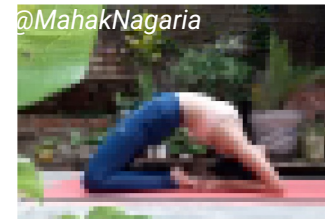
Atrangi Alchemy: Free spirited artistry and a yearning to create

Horn OK Pause

Introspective, One step at a time, Self Aware Contemplation

A focus on taking a step back and charting out a healthy lifestyle

Being restricted within the bounds of four walls, you start thinking outside the box - and the mind goes inward. You realise that the possibilities of a fulfilled life are endless, even in quarantine, and you start rethinking the ideals that define a fulfilled life in the first place.



Come, Sit With Us

Familial Bonds Blossom, Quality Time Spent

Taking out some “we” time and building on relationships that matter.

One of the few good things that the Pandemic brought with it - a reminder of how much we truly need and depend on our near and dear ones.

Whether we're close or apart, it is undeniable that there is no place we feel safer than with the people we share close relationships with. Family time together, welcoming virtual bonds, the comfort and security in connections - that is exactly what makes a house a home.



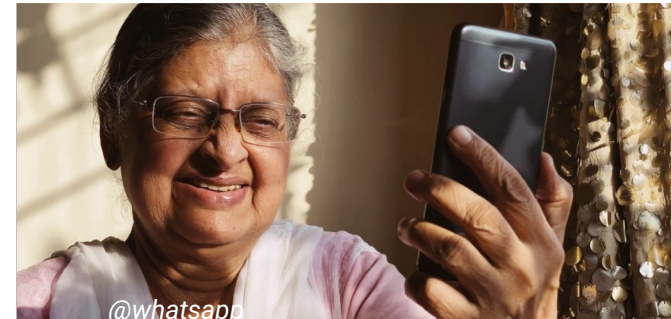
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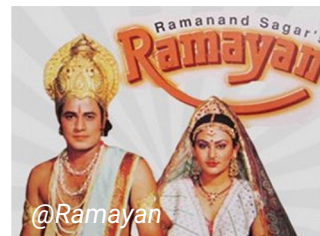
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Cozy Custody

The Intimate Indoors, Sheltered Warmth, Snuggles and Cuddles

In turbulent times we find comfort and warmth in spaces that we call our own.

The uncertainty and chaos that plagues the world today is undeniable. A period of convalescence from our anxiety ridden fast paced life - the one thing we're all grateful for is being cocooned in the warmth of our homes.

This respites finds form in our inclination towards finding comfort - in our homes, in our clothes, and in our skin.

My Dil Goes Zoom

Virtual Wisdom, Preoccupied Pajamas

Of Internet interventions and reconsidered routines

Time and tide wait for no one - and neither does work! From schools to corporate offices, everyone seems to be adapting to the new normal of living virtually. As "Zoom" becomes a verb in colloquial language, something that was seen as a curse initially is now welcomed as a boon.

Not only does it bring the possibility to work in your pajamas, it has also "virtually" erased geographical distance as a limitation!



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Atrangi Alchemy

Creative Nurture, Imagination Let Loose, Uninhibited Expression

Free spirited artistry and a yearning to create

An increase in idle time and a decrease in worldly pleasure leads to one thing - an inevitable creative outburst!

Whether as a hobby to occupy one's time, as an outlet to anxiety and frustration, or simply as a skill to learn and increase productivity - more and more people are seeking a means to create.



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VISIONNXT



VISIONXT TRENDBYTE STUDENT TEAM



Amulya Kanukuntla
Fashion Design
NIFT, New Delhi



Anmol Venkatesh
Fashion Design
NIFT, New Delhi



Ayan Wahi
Fashion design
NIFT, New Delhi



Manyata Kumar
Fashion Design
NIFT, New Delhi

VISIONXT TRENDBYTE FACULTY MENTOR



Mrs. Shresha
Assistant Professor-FD
NIFT, New Delhi

VISIONXT INVESTIGATORS

Dr. Kaustav Sengupta
Director - Insights

Dr. Shalini Sud
Director - Creative

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For more details, contact:

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

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