

# VISION **N**XT



TrendByte

## HAND-ME-UP

*Slow fashion in India - 1 (Oct 2020)*



# A SECOND LIFE STORY

## *Thrifting, repurposing and slow-fashion*

India is booming with markets that sell pre-owned clothes. From landing in a treasure of one-of-a-kind pieces to affordable pieces dedicated to small business owners, these have marked a win among the millennials. Gaining momentum especially during the lockdown, the stores range from small businesses that swap their clothes (closet sale) to brands that take up upcycling and creating unique pieces that one cannot find elsewhere. 'Thriftsagram' as quoted by Grazia, India is the new trend that is taking over social media by storm.

This byte focuses exclusively on pre-loved/ pre-owned clothes that are part of a circular economy, where it is a win-win for the seller and the buyer. With increasing consciousness about sustainability among the millennials and gen-z, it is becoming more appropriate for thrift businesses to thrive. Gone are the days when second-hand products are considered less. Giving second life and using products that reduce pollution has become more than just a trend, it has become a core value/ necessity for systems.

With slow-fashion as an overall idea, reducing, reusing, recycling has become the new norm. The businesses are focused on their clientele and are curated very closely. The rising popularity has been because of the refreshing pieces that drop every week and how friendly they are to the pockets.

## FOCAL POINTS

**Rewind, Stop:** Pre-loved, vintage pieces, statement products and deadstocks.

**REDO:** Upcycling, different surface techniques, a second-life to old products.

**Salvage symphony:** Recycled products, materials for producing clothes.

**It's a cycle:** Closet sales, exchanging clothes.

# REWIND ▶, STOP

**Vintage, dead stocks.**

**Vintage styles, silhouettes and accessories.**

The styles are reminiscent of the past. From the 70s disco era to the recent 00s crop tops, these stores sell it all.

Some are dead-stocks from the past, that are upcycled to meet the needs of the present.



Thrift shop inspired by the disco scene  
[@discovery.culture](#)



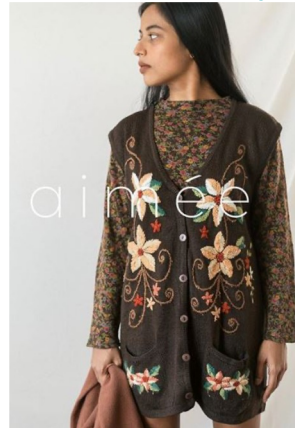
Bringing Vintage Fashion to India. [@badements](#)



Vintage petite white box bag with faux croc & gold hardware. [@aimvintage](#)



Vintage earrings from [@vintagevintage](#)



Vintage Floral Knit Button Down Vest  
[@aimzee\\_loved](#)



From [@carols.shop](#)

# RED

## Upcycled products, surface techniques Repurposed clothes, second-life

Upcycling has been the most taken-on projects for a lot of brands across India.

Main focus on surface techniques and mixed fabrics usually telling a story rather than just a by-product.



Made with upcycled marble & gold plated silver  
[@raaslate](#)



laxmi yardage" - upcycled handsewn kora fabric  
[@raasleatextile](#)



Patchwork [@hearttohaat](#)



A chance encounter, the fortuitous meeting of two unique designs, the effortless day tripper  
[@agaenbaas](#)



A story of colour hues and balanced details.  
[@matchovermatch](#)



From [@ansana.in](#)



retail collections of global designers who create contemporary pieces of  
[https://www.instagram.com/refash\\_/fashion from old, pre-loved materials.](https://www.instagram.com/refash_/fashion from old, pre-loved materials. @refash) [@refash](#)

# SALVAGE SYMPHONY

*Processed, reborn*

**Recycled, processed materials for clothing,**

The material is usually recycled. The process is tedious, only a very few brands have taken recycling up.

A lot of Indian brands particularly focus on re-using natural fabrics (mainly cotton)

Recycling can be a fore-front in material innovation and can extend to lifestyle products.



Recycled cotton from [@chola\\_the\\_label](#)

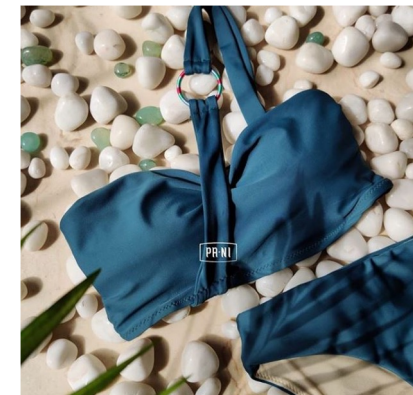


[recycled]

[@doodleageofficial](#)



Bang we have here a beautiful pieces which is 100% recycled. [@themaga.in](#)



Swimsuits from discarded fishnets [@pr-ni.in](#)



# IT'S A CIRCLE

*Closet sale, circular economy*

**Cloth exchanges, mending and repairs.**

Regular everyday wear and also statement pieces. There's a make-sell market based on first-come, first-serve basis.

These markets are booming especially with the help of social media. These brands have their niche that they focus and cater to.

Involvement of people to put up their out-of-trend clothes for sale.

Opportunities to find pieces which have fallen out of trend.



Pre-loved clothes from around the world  
@bombayclosetcleanse



@salvaestory



Hand-embroidered by @thriftbanana



@luluthrift



Corsets from @pandanickedstore





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