VISIONXT

National Institute of Fashion Technology

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InsightsYOUng

Youth Trend Insights from India 20x21
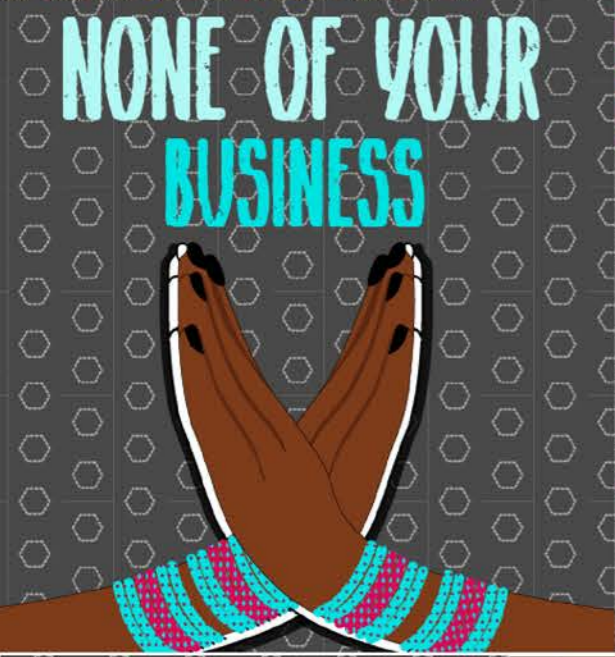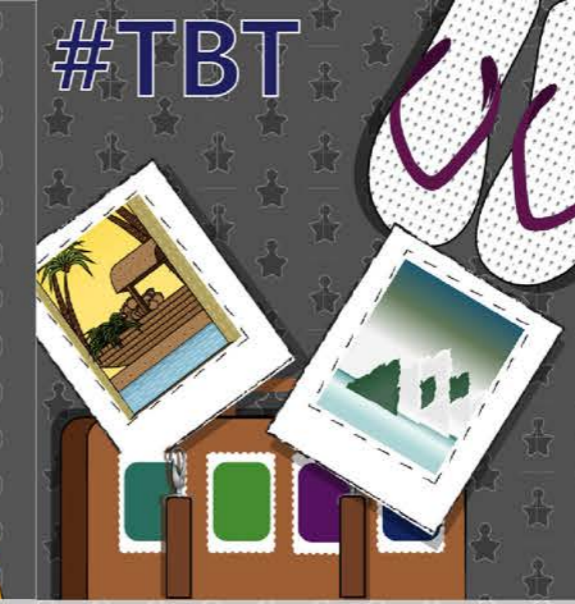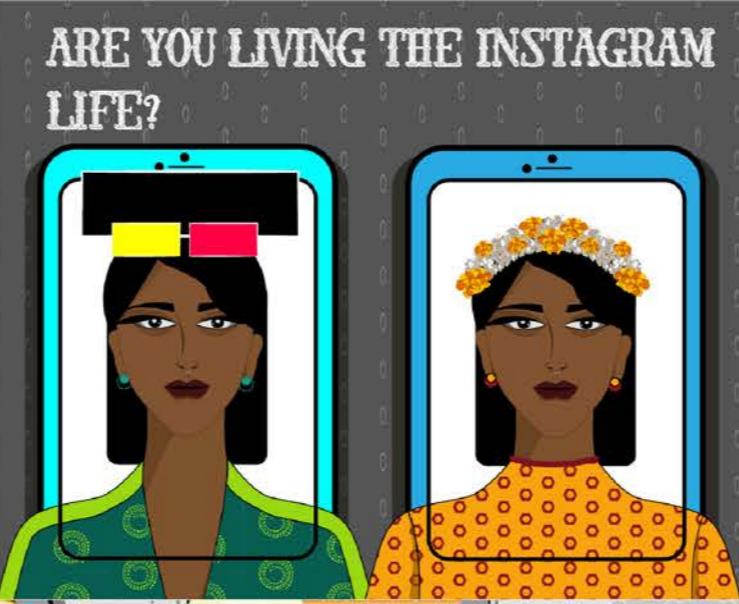
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YOUTH TREND REPORTS

YOUTH TREND BYTES

CONTENTS

CONTEXTUALIZING YOUTH TRENDS OF INDIA

"sarvasya chaham hridi sannivisto" - Bhagawat Gita
'Every aspiration and expression is seated in heart'

As India strives towards becoming the youngest nation of the world, the very heart of our nation enlightens with freshness, imploration, knowledge, humility and revival. The young Indians being more agile, adaptive, communicative and vocal will change the Indian diaspora forever. Essentially, the Millennial and Gen Z will carry forward their evolved Indianness across the globe with absolute agility. IPSOS study (2018) has found India's youth remain among the world's most optimistic about current and future prospects. This trend book (rightly named as INsights YOUng 20x21) is an ode towards the very heart of this nation, the younger population. It celebrates their unique vision, mind-sets, lifestyle and vocabulary to bring in positivity at this time of pandemic. However, the VisioNxt team also understands that 'youthfulness' is not about an age group or generational cohort but the very mind-set of 'thinking young' which is ageless and not time bound.

India's more than 400 million millennials account for a third of India's population and 46% of its workforce. They may be young, but they're already the chief wage earners in most households, with millennial income contributing to 70% of total household income. 190 million of 280 million households in the country have a millennial family member. Millennials are also much better educated than the rest. India will have 410 million millennials, who will spend $330 billion annually, by 2020. That's more than the total population of the US, and more than the total number of millennials (400 million) that China has today (Morgan Stanley report, 2017). Population projections from the UN Population Division suggest that the Gen Z population already exceeds millennial population in India. According to a recent Bloomberg analysis, India's Gen-Z population will rise to 472 million next year, double that of China's. Gen Z is much focused than millennials. The YouGov-Mint Millennial online survey claims that though relatively older group of youth are more likely to use internet for work-related stuff and online shopping the youngest lot (generation Z) is more likely to use internet for education. Globally, on average, Gen Z uses their smartphones 15.4 hours per week—more than any other type of device. As "digital natives", the Gen Z have a lot in common with millennials in terms of being tech-savvy and expecting a strong digital presence from consumer brands, but interestingly, they also show a great degree of variety in their preferences, research shows.

For instance, a study by Accenture shows that Gen Z also have a liking for traditional methods of interacting with businesses, engaging with both offline and online channels. Globally, Gen Z is expected to account for $29 billion (2 trillion) to $143 billion (9.9 trillion) in direct spending by 2020. However, Both millennials and Gen Z seem to care less about brand loyalty compared to older generations, putting more value on the experience and product, and will quickly switch brands if they aren't satisfied. However, compared to millennials, Gen Z may have a lower tolerance for sub-par digital shopping experience. "Gen Z's low threshold for mistakes and 'system issues' will make millennials look like patient saints," says an EY report. Both millennials and post millennials look for 'instant gratification' rather than long term 'relationship' with a brand.

In the year 2009, Dr. Kaustav SenGupta broadly divided the younger population of India into 3 macro socio-psychological mindsets and coined them as: Bharatiyas, Indians and In'glo'dians. This indeginious division of psycho-graphics is further cited in multiple books and articles by other scholars. After more than a decade, this segmentation became more evident and meaningful. These mindset-categories are cohesively prevalent across the age-group of youth and are vital for understanding the Gen Next consumer behaviour of this subcontinent. The Bharatiyas estimating 67% of the young population, majority of them live in the semi-urban and rural (R1, R2 to R4 SEC) areas with least exposure (ie. influence of globalization, social media etc.), opportunities and higher traditional values. They are rooted to tradition, culture and customs. Bharatiyas are least economically privileged, most family oriented Bollywood influenced generation. The Indians constitute 31.5% (majority of them are in A, B,C, D & E SEC) and have moderate global influence. They are well aware of the global trends but rooted to the Indian family values, customs and ethos. MGI India Consumer Demand research states that The Urban middle class (majorly the Indians) will experience unprecedented growth, expanding to 87 million households by 2025. This alone will be larger than the projected population of the United States in 2025. The In'glo'dians are minimal in number, have higher exposure and opportunity, adopt trends faster and are the influencers for the trends introduced in social eco system. They are globally inclined and affluent enough to afford the contemporary fashion. In'glo'dians always need not have grownup as a creamy layer but "reached" in the creamy layer through various professional achievements. The In'glo'dians are basically the affluent (majority of them are in A1,A SEC) and marginal (1.5% or roughly three million) in number though they are strongly growing (70% growth rate). In'glo'dians consume most of the trendy & luxury items.

They are Internet savvy & the believers of global-village (a place where there is no difference between east & west, developing & developed countries etc.), highly influenced by the western music, food, fashion & culture yet Indian at heart.

It is envisaged that the Indian fashion retail market worth Rs 2,97,091 crore (US $46 billion) will grow at a promising CAGR of 9.7 per cent to reach Rs 7,48,398 crore (US $115 billion) by 2026. However, the contextuality of "Fashion" has broadened and gone beyond clothing. It currently encompasses lifestyle, mind-sets, attitudes and value factors capsuling in almost all the product do-mains, from clothing, gastronomy to gadgets and automobile. In this aspect, the VisioNxt team is expecting that INsights YOUng 20x21 will be referred by multiple industries across the nation.

While Internet penetration in India reached 50% at the start of 2020 with Internet users in rural areas more than in urban cities (IAMAI and Nielsen,2019), there is an indication of youth trend towards 'deactivation'. The "craving for a break" from information overload leads to our key youth trend direction "DeActivate". The youth also wants to remain playful and relieve their stress points through gamification. In fact, playfulness has become an identity which reflects through our trend story "millennial maze". "I.M. Propah" is a trend story of breaking stereotypes by the young girls in their everyday choices and writing their own definitions of being perfect. Though, this mind-set story emphasizes on young girls, but it stands true to all the genders in India. The story in-dicates new ideals of self-projection which are to a certain extent bound still with patriarch eye by encouraging unconventional gender roles, being outspoken, authentic and bold.

The trend bytes are a set of micro-trends with high impact in a compact time frame. These micro trends indeed has the potential to become more impactful in future. The mind-set directions and micro trends together frames a cohesive and unique Zeitgeist (Spirit of Time) of this nation.

The VisioNxt team has worked tirelessly for more than 3 months to identify traits, direction, social inertia and managed to 'cluster + curate + decode' them into trend stories for better understanding. We hope that this trend book will be helpful for the industry and academia to understand the unique heartfelt expression of young population of this country under a positive light. We always believe **"heart is where we remain"**.
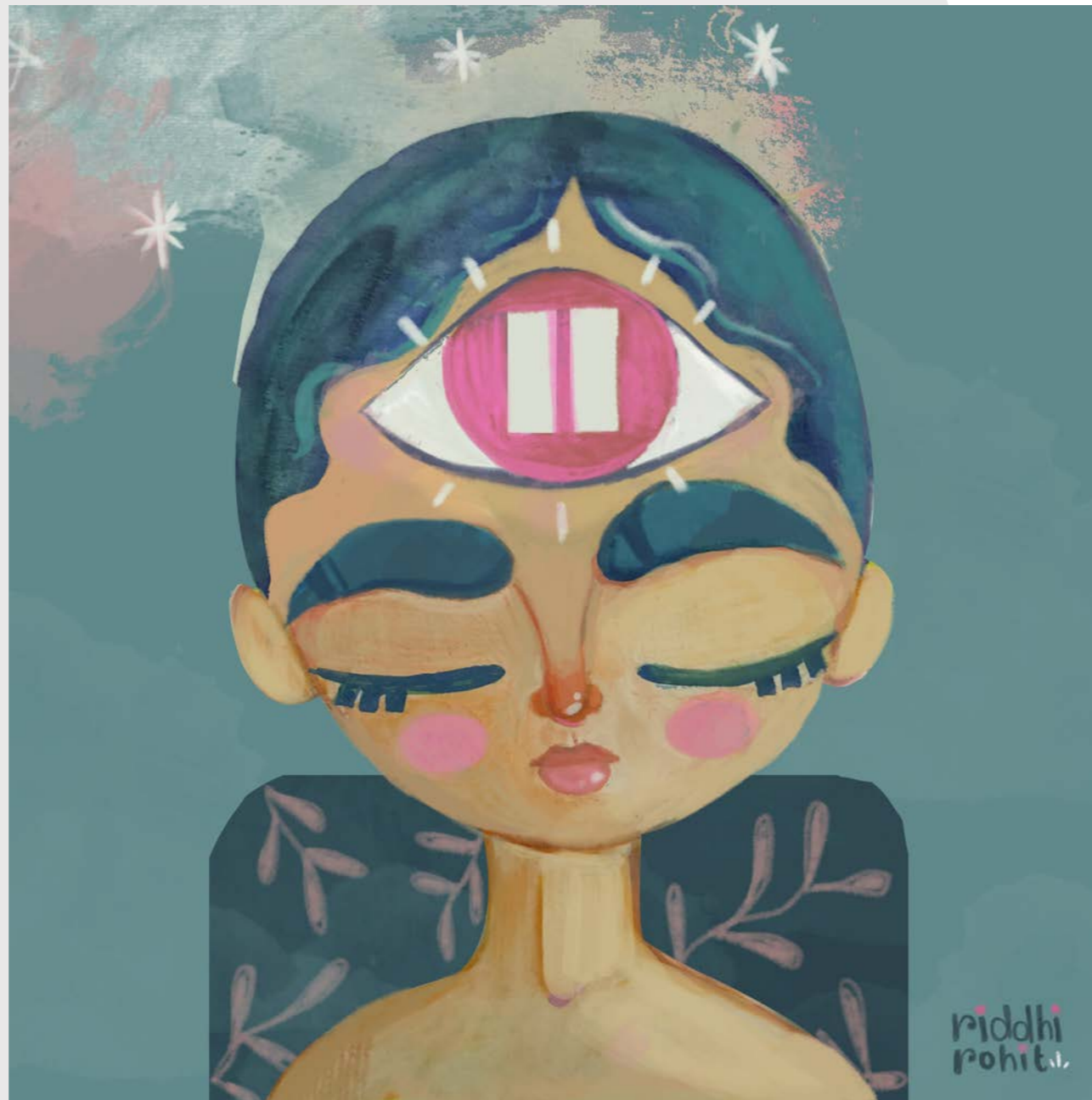
DEACTIVATE

DEACTIVATE

Purposive disconnects to soothe the soul

The pandemic forced us into our homes, where all we were stuck with was excessive news tracking, excessive consumption of social media, missing out on the perfect airbrushed life, OTT platforms to binge watch till our eyes turn red, more video calls and pressure to stay virtually connected amid the rising anxiety of switching between managing home and finishing up work from home deadlines.

All this has caused a dire need to take a break to relax the mind. In times where even travel is prohibited for safety reasons, this has insisted to give self a break with indulging in activities like cooking, gardening, exercising to get away from constantly exhausting schedules and also by taking time off to reflect upon the world we have created for ourselves as well as for others.

Conscious dis-connect and time for self mental care is considered a must and a valued commodity. Pausing for a while to look around the changes we can make with little efforts of going hyper-local and staying off the grid is becoming a major tendency.

DEACTIVATE

1.1

Siesta Feast

Rising screen time and anxiety is-sues has intruded sleep routines making people go on a quest to know the secret to fall asleep in seconds.

1.2

Mind-Gumption

Awareness of each consumption feed - be it food, be it content, be it thoughts - is leading to more careful consumers choosing for longevity

1.3

Be-YOU-ful

Taking more time to pamper and appreciate yourself - for enhanc-ing the glow both inside and out to make life more healthier hap-pier

SIESTA FEAST

Experiencing the bliss of sound and healthy sleep

Anxiety issues, screen addiction, work issues often encroach on predetermined sleep hours with no place to look for a change. It's getting a task to stick to a sleep routine and get sound sleep even in lock-down. In the pursuit of finding mental rest, people are investing in products that help them sleep better quickly, whenever they are able to pull out time. Power naps, are getting more popular than ever before.

Most of the millennials crave for the perfect sleep they desire. A good sleep is connected with bliss. Sloth - an animal associated with lethargy is gaining popularity as an icon in print and social media as youth aspires to be as relaxed as a sloth. The millennial wants to shut off their anxieties with shutting their eyes to bed and fall asleep in seconds.

As per Global Philips Survey, 2018, 45 percent adults have tried mediation while 24 percent adults have tried specialized bedding to initiate and maintain good sleep.

Sleep fixes | White noise | Sleep coach | Sleep tracking |
Post sleep happiness | Slounge

@Myntra

@betterme.weightloss

Philips smart sleep Analyser

Nokia sleep Analyser

TOI, 13th September,20

Dream head band

MIND-GUMPTION

Deep Diving in conscious dis-connects to connect with self

Consumption limiting to essentials during the lockdown has made consumers aware of giving their consumption pattern of products and services a closer look for longevity.

Frantic world going through a pandemic has made people feel the urge to step back and start enjoying moments of life, being conscious of sensory profusion. Today, every virtual platform is filled with overload of choices making one perturbed and insists on looking for mental and an emotional calmness turning them incredibly mindful of their personal and digital space.

De-stressing and meditation apps have attracted a large audience for letting go of the anxiety and help one to look within self for nurturing their life in the right direction. Mental health well being and conversations surrounding it has given way to multiple platforms for consulting while facing anxiety encouraging to reflect upon self, and slowing down instead of burning out, setting pace for slow living adaptation. India is combating stress-related illnesses and the inability to focus in class among children with an additional course in "Happiness."

Emotional calmness | Happiness quest | Mind feed

@herballifeindiaofficail

The Mind, Netflix

Slow by Brooke McAlary
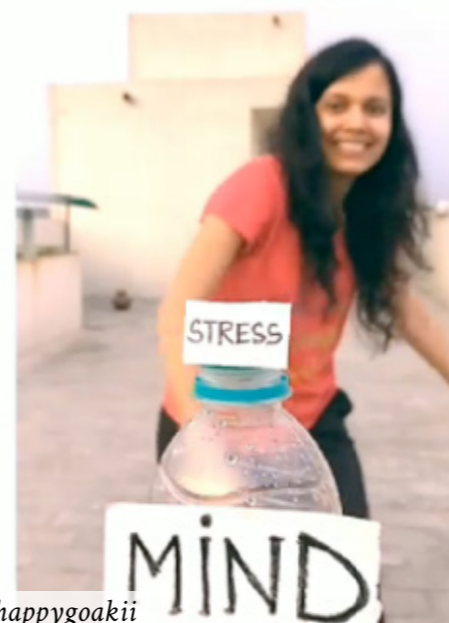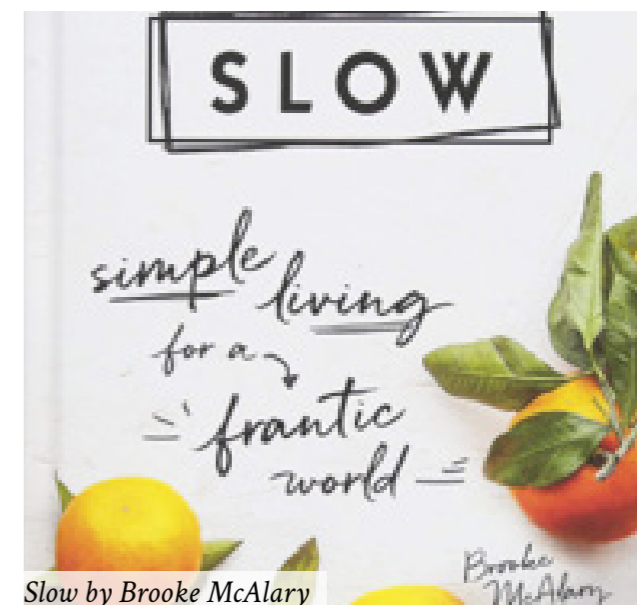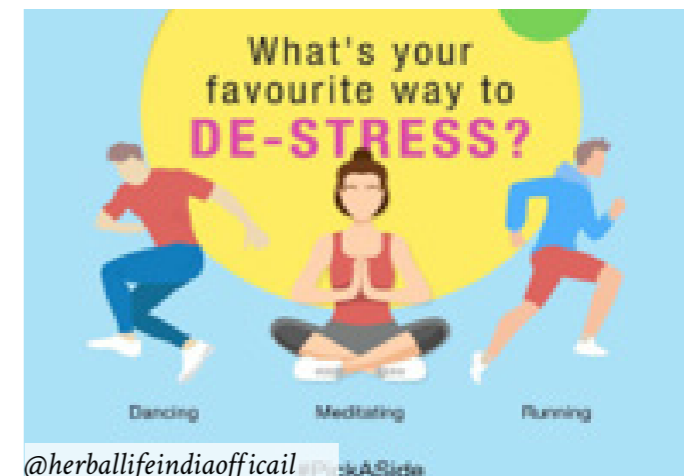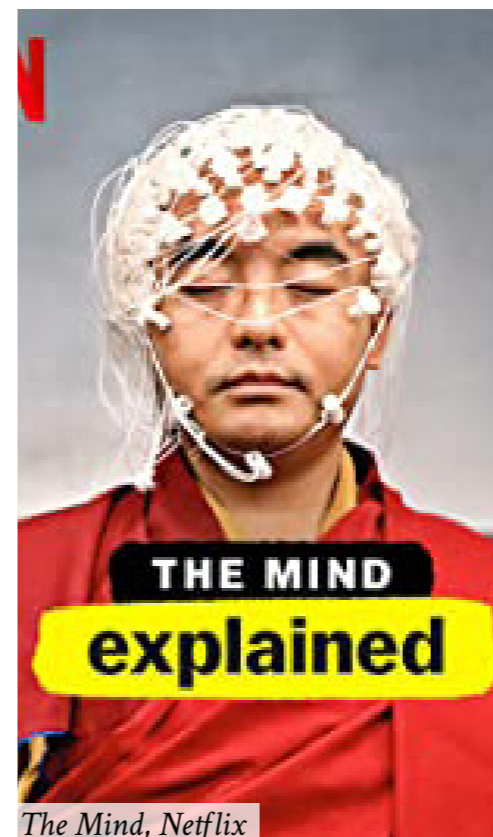
Niksen Is the Dutch Lifestyle Concept of Doing Nothing—And You're About to See It Everywhere

@happygoakii

time.com

1.3
Be-YOU-ful
Exploring beauty inside out

Lockdown gave more time to pamper and appreciate yourself – taking a break from growing anxiety towards enhancing the glow both inside and out to make life healthier and happier.

Relaxing timeless cosmetics which defy age act as de-stressing tools. Treating oneself and even their pets breaks the monotony of busy stressful work from home schedules to assure one of breathing a life they have earned for. Investing in such cosmetics gives a feeling of luxury in well-being with more hand-picked locally sourced ingredients.

As being healthy and working towards immunity is the neo normal, beauty therapists are also no more looking for 'quick fixes' but rather insisting on skin-nutrition, wellness and healing effects. Beauty brands will need to address low energy levels of consumer and meet it by putting energy and wellness claims at the forefront. BEL-EVEN™ is a recently patented synthetic small molecule that helps counteract the damaging effects of stress on skin.

Mood enhancing | Healing | Treating self

*@yesiwantit_*

Taking out time for experiences of treating and healing @blessedprotien

www.aveda.com

Petcare products from @capt_zack. india
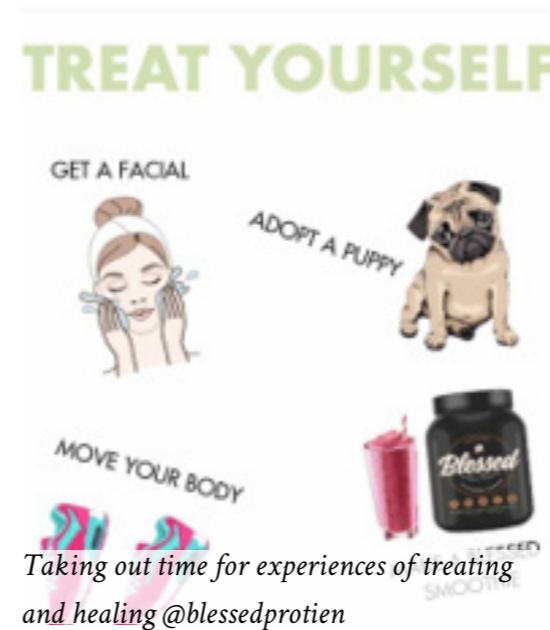
Marketing and branding of applicative products which talk about giving soothing effect. Style beauty

17

I M PROPAH

I M PROPΛH

Your definition of Perfection.

Women are the front liners, playing important roles in fighting the pandemic. They are breaking stereotypes in their everyday choices and writing their own definitions of being perfect. The pandemic has given us room for self visualization. Its giving new opportunities for everyone to embrace and empower in various visible forms.

On a quest towards finding beauty in the beast women are pushing through new ideals of self projection which are to a certain extent bound still with patriarch eye by encouraging unconventional gender roles, being outspoken, authentic and bold. They are propagating new beauty ideals. Strong and fierce are the new beauty goals. Acceptance on a broader level is increasing and people are vocal about it too. Bad is the neo-good portraying strong feminism in a protagonist view.

Fierce and disruptive attitude, Unconventional roles, non-stereotypical choices, self care and empowerment are becoming the key influence.

I M PROPAH

2.1
Shero

Women are taking up unconventional roles that are stereo-typically seen as men's domains. They are being explorative, adventurous and fearless in all their endeavors.

2.2
Rebellion

Well behaved women seldom make history (Ulrich). In denial to fit in, these are the women with disruptive thinking and rebellious ideas with a protagonist view .

2.3
All Allure

Regardless of how others view ideal skin colour, body size, and appearance, acceptance on a broader level is increasing and people are vocal about it too.

2.4
Sthreedum

Women are owning their stand and living unapologetically. They are being vocal against stereotypes, normalizing their priorities and empowering oneself by being outspoken and bold.

2.5
Im-perfect

Women are embracing their individuality and redefining standards with their own mantras of ideals and identity.

2.6
Not Sanskari

Strong and fierce are the new beauty goals. An end to the good girl stereotype, the adjectives to define a woman are changing.

2.1

SHERO

Fearless and Unconventional

Showing exceptional capabilities, courage and determination women with unshakeable resolve are playing a wide spectrum of important roles in fighting the pandemic. The warriors have taken charge to risk their lives on a daily basis to protect not just theirs but many families.

Women are taking up roles and endeavors that are stereo-typically considered not their domain, and not just in one they are excelling in multiple fields. They are being explorative, adventurous and fearless changing the societal norms in a powerful way, fearlessly chasing their goals, be it being India's first female racing champion, taking lead in the defense forces or educating the kids in an unconventional way during the pandemic.

The latest ad campaigns in India like the #Voiceofart by Vivel, Horlicks, Harvestgold celebrate women who dared to follow their unconventional dreams and who dared to do the unthinkable. Different magazines and social media platforms celebrate these fearless choices of women and their heroic stories.

Unconventional roles   I   Heroic   I   Frontline warriors

@harvestgoldindia

@feminaindia

@vivelbyitc

@maalgoodies

REBELLION

Redefining ideals

It's the rebellious who bring in a social change simply because they don't resonate with it. If you are asking them to be in a certain way, chances are they are not even listening to you. Instead they will question the consideration of making unconventional choices as rebellious and also question having set standards. It's her life and she is the Protagonist.

Movies like Thappad, Panga, Saandh ki Ankh address against stereotypes. They show women breaking rules, redefining themselves by un-conditioning what a woman is subjected to by her own family and the society that she lives in.

Masaba Masaba a Netflix series about the Indian designer Masaba Gupta is about her struggles and comebacks, she is constantly against the world which keeps trying to tell her who she is. #OwnYourHotMess challenge as said by Masaba herself is about owning your messy, flawed imperfect self. The Hot Mess is a specially-curated collection, inspired by her bold looks on the show.

Unconditional   I   Badass   I   Disruptive
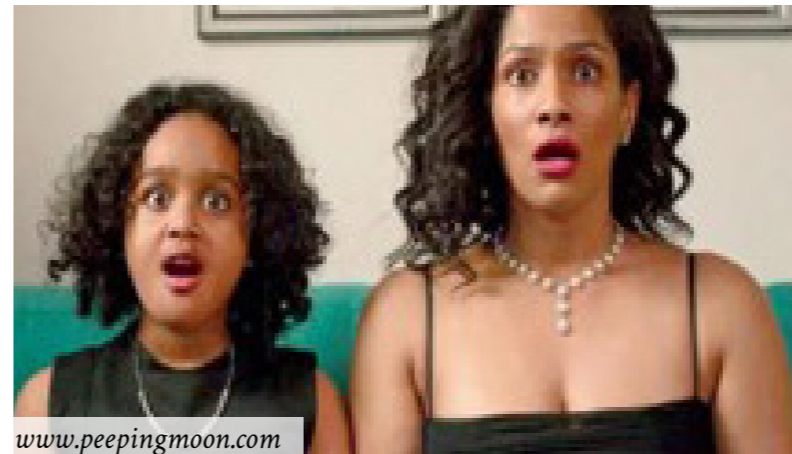
www.peepingmoon.com
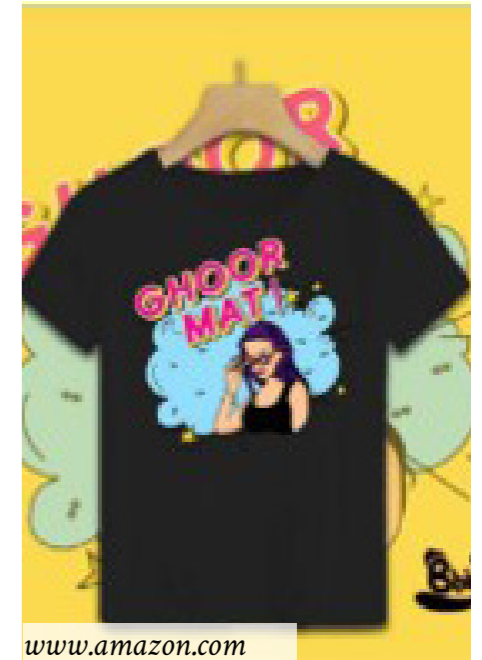
www.amazon.com
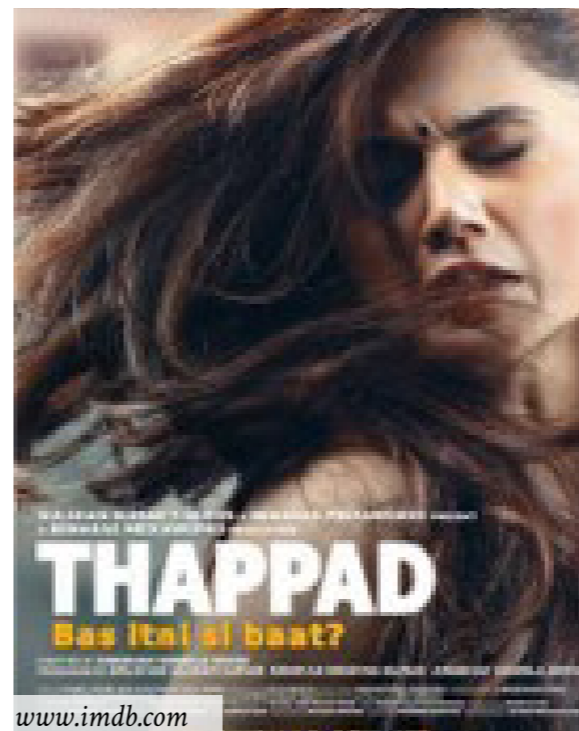
www.imdb.com
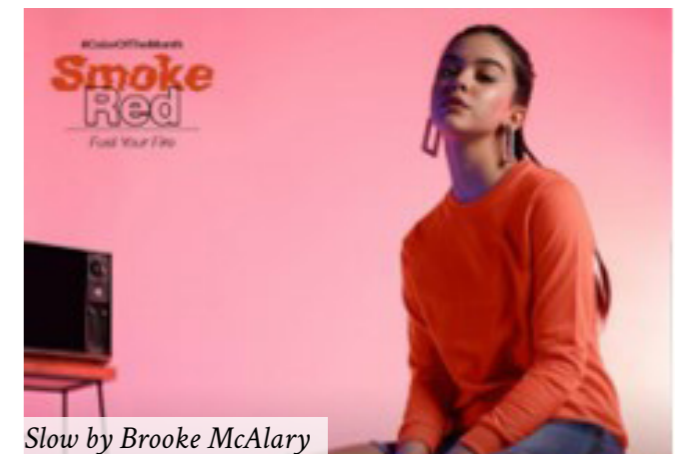
Slow by Brooke McAlary

Badges with taglines like "She who wears a saree whenever she wants".

ALL ALLURE

Beauty in all forms

The pandemic has given us room for self visualization. We can see self acceptance on a broader level. Women are embracing diversity in body colour, shapes and sizes. They are normalising having stretchmarks, or body hair, or blemishes on the face and all those that are considered flaws in the eyes of many. They are also being vocal about false and hierarchical standards of beauty.

After protests against racial discrimination took over in the US, Unilever's Fair and Lovely received a lot of criticism for setting unrealistic beauty standards for Indian skin tone. Recent accusations were also made on Bollywood's choice of casting based on non-diverse beauty standards.

A small step to end colourism was taken when Unilever changed their brand name from fair and lovely. In addition to this Johnson & Johnson (J&J) stopped the sale of its skin-whitening creams globally, including in India. Brands are now being more conscious and inclusive.

Body Positivity   I   Acceptance   I   Anti-Colourism

@Sabyasachiofficial

@labyrinthave

khushmag.com

https://tailorandcircus.com//

@Bandaidbrand
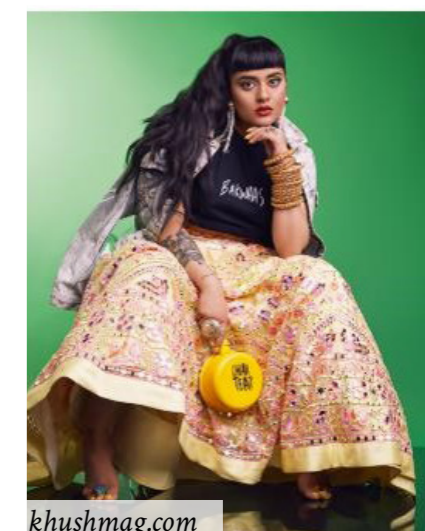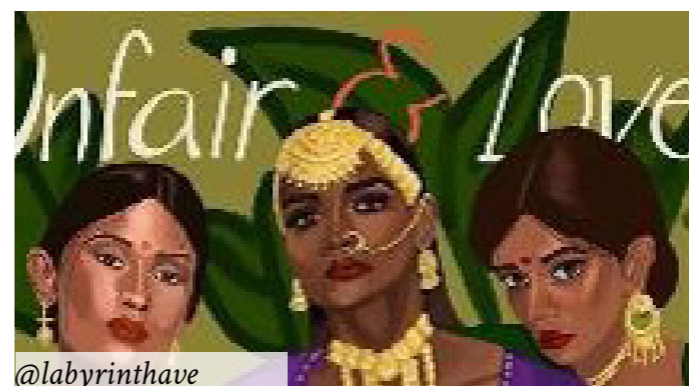
2.4

STHREEDUM

Breaking stereotypical standards

Women are being bold and outspoken, raising voices against the stereotypical patriarchy. They are being independent, fierce and holding strong opinions, taking up space and voicing out their ideas that are radical and empowering.

Not wanting to get married, having a relationship later in life, wearing anything you want, not embracing motherhood for personal goals are being normalised. The uplifting poems and phrases of the millennial female poets are in rising popularity on social media platforms. The rise in female comedians has given a wider dimension to the context of the Indian comic scene. Girl In The City, Girls Hostel, The Trip are all women-centric web series with strong female characters.

POPxo and SHEROS a digital community and interactive platform for modern millennial Indian women's desires to want more from life and their changing priorities, offering support, resources and opportunities are shredding stereotypes with their visual content.

Voicing strong opinions   I   Self-empowerment   I   Normalise

@malinisgirltribe

@indiancurryspondence
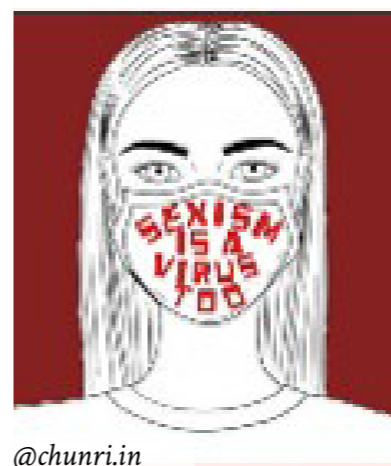
@chunri.in
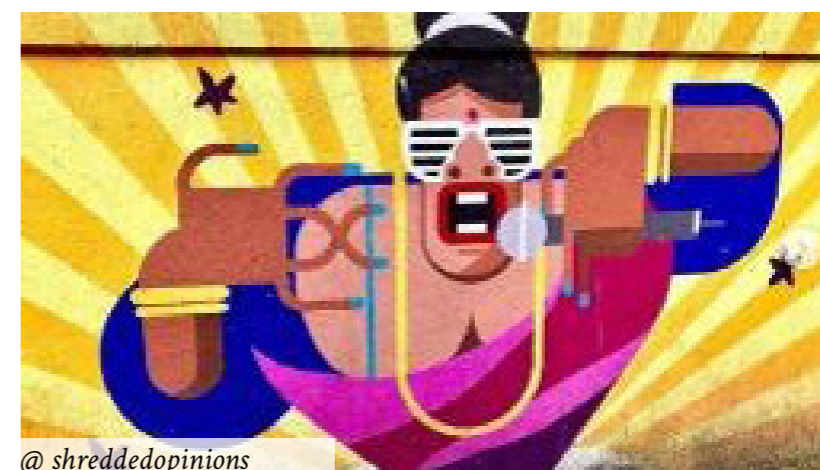
@ shreddedopinions

@happygoakii

@raisingblueeye

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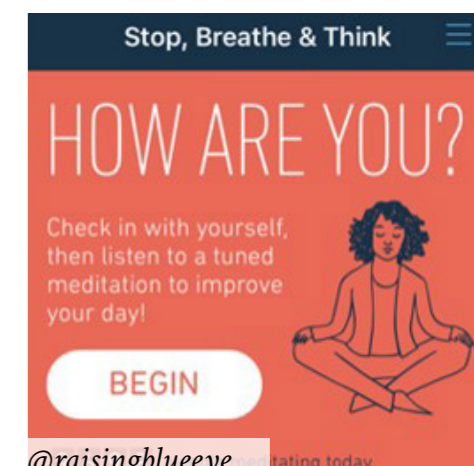
2.5

I'M-PERFECT

Creating unique identities

The lockdown has given us time for mindful consumption and time for self-care. We are making choices that are unique and meaningful and creating our own identity, not blending in or falling into the standards that have been set. Some find it with makeup on and blue hair or nothing at all, some with yoga and some with sports while others in a completely unique way.

Puma launched a campaign Propah lady challenging the stereotypes of what it means to be a "proper" lady. more than 3500 real stories shared on Instagram with #PropahLady. The ad stars eight-time World Champion Mary Kom, national sprinting champ Dutee Chand, actor Sara Ali Khan, and Lakmé Fashion Week's first transgender model Anjali Lama.

Pantene's #FreedomHair campaign, too, focuses on how women are rewriting their life by making their own choices and redefining themselves.

Individuality   I   Self-love   I   Self-definition

@poonam_kori #propahlady.

MEET OUR PROPAH LADIES

@pumaindia

@ankitabbanerjee

@pumaindia

FREEDOM HAI

pantene.in
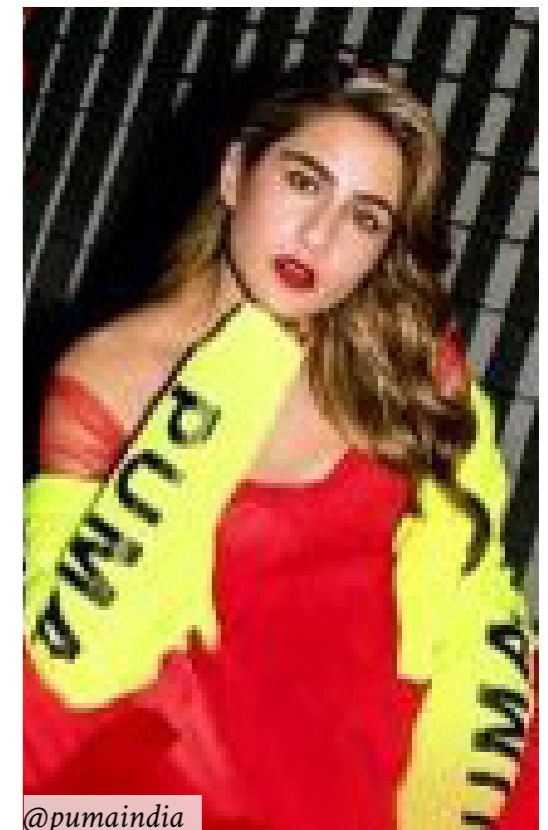
NOT SANSKARI

Beauty in the beast.

Strong and fierce are the new beauty goals. An end to the good girl stereotype, women are shattering the mirrors created around them and embracing their true selves. Bad is the new good portraying strong feminism in a protagonist view.

Maria Qamar is an Indo-Canadian illustrator whose work has always been badass. Qamar, better known as Hatecopy, started the #badbeti trend, Bad Beti, which means a bad daughter in Hindi, breaks the racial south Indian stereotypes about women. Bad Beti look for Halloween was one of the most popular costume in 2019.

Brands are exploring bold and dark themes for their products. Sabyasachi for their Winter Collection 2019 released black ethnic wear collection and had dark make up theme for their photoshoots. We can see similar dark themed makeup trends followed by many other brands too. Bad Didi club badges designed by Filmy Owl, T-shirts surfacing online portraying challenging gender roles, Bold colors like red and black are the new choice of colours for feminist t-shirts.

Breaking rules   l   Redefining ideals   l   Bad beti

@philipsauction

left @ jasminelakhesar; top right @sharifarasmin; Bottom left @makeup_by_rups

Badbeti stickers are also available on Google's ALLO app.

Maria Qamar (instagram handle: @ hatecopy)

@not_sari

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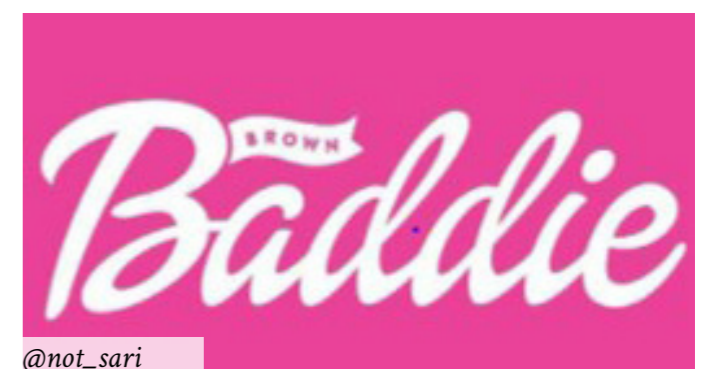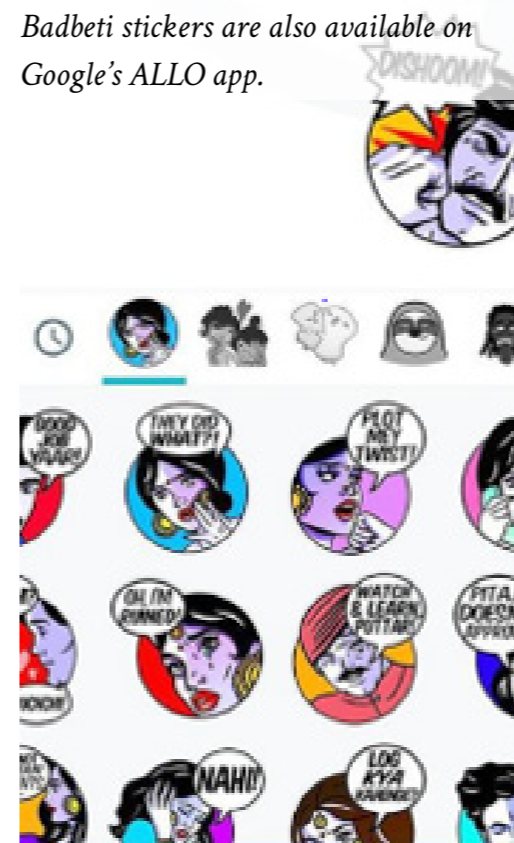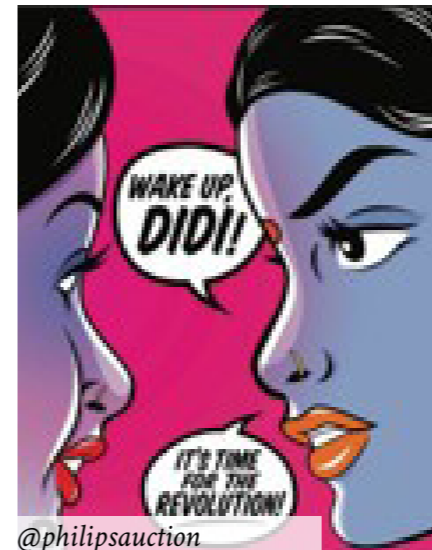
MILLENNIAL MAZE

MILLENNIAL MAZE

Navigating through the labyrinth of self

In times as turbulent as right now, the millennial, who have often been accused of everything they do as a validation for their identity crisis, have struggled even more. They are still having a hard time adjusting with adulthood and still confused whether they are in their youth. They are still trying to figure out what they want in life while the Gen Z is taking over as the powerful youth force.

This pressure to have a distinct personality and identity has only been increasing with everyone making the pandemic a productivity contest. While processing everything at once, conflicted between mental health and productivity they have been trying to navigate through this maze of life.

In this labyrinth of a process they've been finding playful escape mechanisms to get them through but what still remains a riddle to them, is who they truly are. It's a layered journey towards self discovery through various detours and having fun along the way.

It is also important to note that while millennial cohort is no more "Young", they may remain 'playful' but it is not because of the age. By 2030, the leading age of millennials will be nearing 50 and Gen Z will make up the vast majority of the workforce. However, Millennials will keep leading the consumerism in India, simply because they will possess the spending power and mindset.

MILLENNIAL MAZE

3.1

Hide and seek

The quest to find our real self, masking a part of ourselves at the same time. It's about being what we need to be according to where we need to be.

3.2

Sacred e-games

The OG escape taking a digital route. Digital gaming is not just a playful escape, but also gives one a chance to take an avatar that is idealised and may not be close to reality.

3.3

Memory maze

The youth struggling with "adulting" tend to go back to golden times as nostalgia acts as the perfect getaway. It also makes them realise how much they've changed yet how much they're still the same.

HIDE AND SEEK

To be or not to be

The youth today wants to be seen, appreciated, given attention, and be recognised. The easiest way to get that validation is through social media. But lately, social media has become a more cluttered and saturated space. On one hand where everyone is showing off everything, the quest to share lives on the platforms has led to living for the platform. The distinction between what one wants and what everyone wants to see is blurred.

At the same time, more and more people are realising how social media is changing our lives. It is no more a space for just friends, families or personal acquaintances. There are different platforms for different audience and one loses track of their original self.

Hide and seek is about how the youth is mastering the art of showing what needs to be shown, hiding what need to be hidden, and seeking what they seek amidst the perennial chaos, not just from real people, but also from the ever-hounding artificial intelligence.

Finsta | Masking identity | Confusing self | Layering
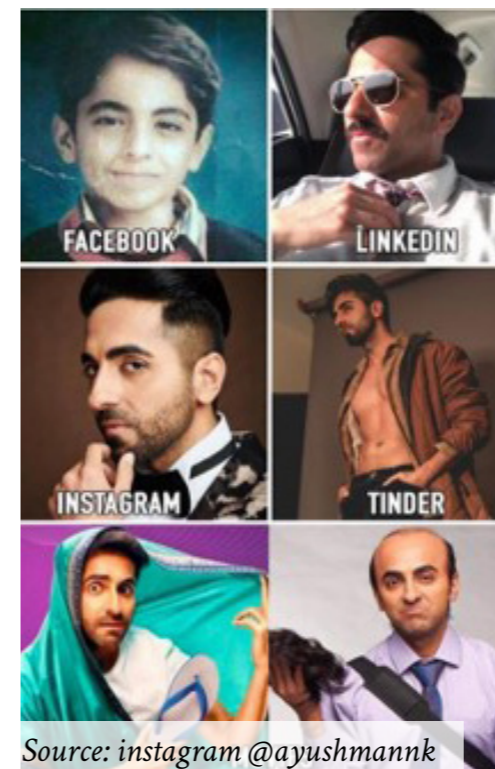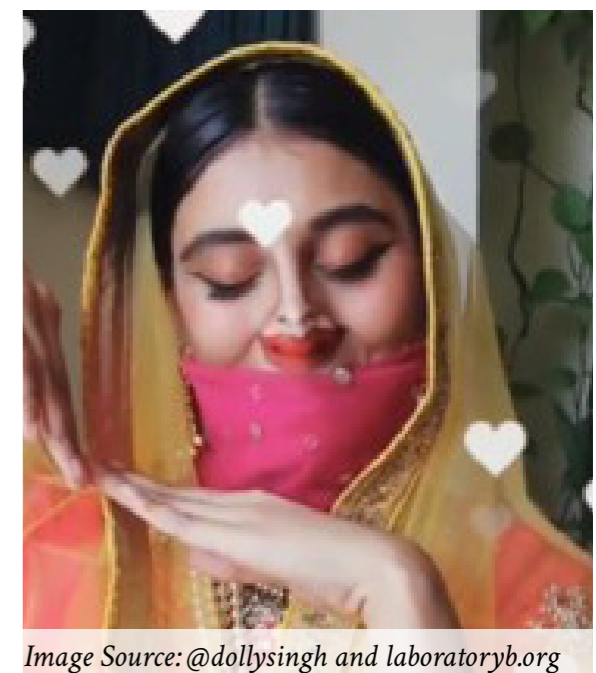
Image Source: @dollysingh and laboratoryb.org

Source: instagram @ayushmannk

Source: Firstpost Social Media Apps

ANALYSIS ENTERTAINMENT

Netflix's 'The Social Dilemma': The unfair fight of The People vs The Algorithm

Divya Kala Bhavani   HYDERABAD, SEPTEMBER 15, 2020 15:04 IST
UPDATED: SEPTEMBER 15, 2020 15:52 IST

SHARE ARTICLE

The Hindu: Analysis Entertainment

3.2
SACRED E-GAMES

The rising cult of playful digital escape

Millennials and GenZ were already living their lives digitally, and thanks to the pandemic, it has become a necessity. Gaming has always been a getaway from the real world and many a times, from mental health issues. With the rise in awareness about the same, innovative ways around e-gaming are helping the youth towards purpose driven escape. The obsession is giving rise to a cult forming a consumer group.

The youth wants to have fun with every aspect of life. But more than that they want to experience the thrill of not caring about the consequences and gaming does that. It lets you do what you can't in real life. It lets you create what you can't in real life. But most importantly, it lets you be what you think you can't be in real life.

Gaming in itself is not the escape anymore. Its an evolution, and it being an inspiration for many other ventures is also giving birth to new entertaining yet productive escape mechanisms by various industries. Sacred e-Games is for the youth, forming a digital cult of playful, enjoyable, and productive escape.

E-sports | Digital avatars | AR/VR | Digital fashion | Digital escape
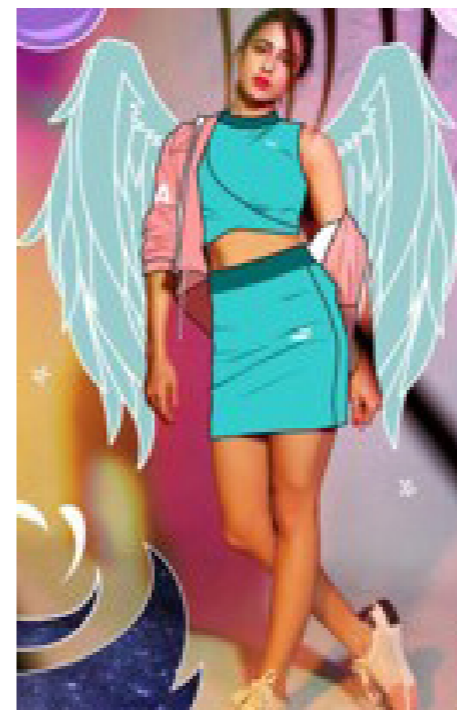
Source: instagram @ayushmannk
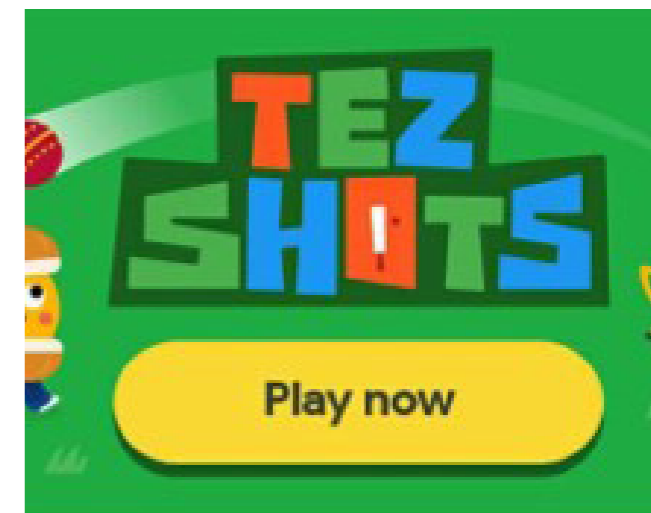
money by playing- use of gaming
se users - Google pay
: Google play
Source: Google play

Sachin Saga VR- India's first ever VR cricket
game
Image source: Google play

ESPORTS WRITER
INTERNSHIP
2-3 MONTHS
WHAT DO YOU GET?
Linkedin @thebridge

Source: APKpure.com

MEMORY MAZE

Putting together pieces of childhood and adulthood in the puzzle that is life.

Instagram @madovermarketing_mom

With times getting tougher and more stressful for the youth, given the current scenario, the acclimatization to "adulting" doesn't come easy. They tend to go back to golden times, as nostalgia acts as the perfect getaway. The youth indulge in anything that takes them back to those times that not only make them feel better about things that they do, but also gives them a purpose as they trace back their lives.

Memory maze is about introspecting the growing up process. For youth, especially millennials entering the 35+ age group, it isn't as easy because they think they still haven't grown up. The responsibility is overtaking the laid back, fun selves, but they want the best of both worlds.

Millennials (and GenZ) want to have fun, but also want it to have meaning. Maybe productive, purpose driven enjoyment is where they're heading. There are processed, "playful" and relatable versions of older content, relevant to the current youth mindset, appropriately converging the polarity.

Source: Thehindu, googleplay

Source: Twitter

Source: Bare Necessities on Facebook and Instagram

Instagram @esteedave

Nostalgia | Pop-culture | Relatable community | Playful Adulting | Comfort food/reads/shows/movies

TREND BYTES

tanisha tiwari
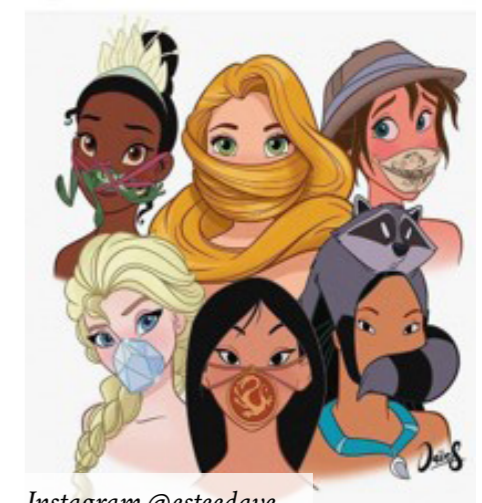
"शुभ-गृह"

// blessed home (shubh griha)

Urban Home Fashion Trends of India

"शुभ-गृह"

// blessed home
Comfortable, Mindful, Adaptable

A blow to our lives like no other, this year has knocked the wind out of the best of us. As 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 for 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 within the home or otherwise, we find expressions in uplifting and mindful choices. Prioritising practicality and fuss free options makes life in these dark times easier.

Shubh Griha

1.1
Horn OK Pause

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

1.4
My dil goes zoom

Of internet interventions and reconsidered routines

1.3
Cozy custody

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

1.2
Come, sit with us

Taking out some "we" time and building on relationships that matter

1.5
Atrangi Alchemy

Free spirited artistry and a yearning to create

1.1

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.

@Joyeetajoyart

@Magnoliahome

@CosmoIndia

@cookieandkate.com

@FarhanHussain

1.2

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 is a reminder of how much we truly need and depend on our near and dear ones.

Whether we are 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.

@economictimes

@naturallycurly.com

@rollarrabbit

@icems.com

1.3

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. In 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 respite finds form in our inclination towards finding comfort - in our homes, in our clothes, and in our skin.

@VijitGupta

@bobo.calcutta

@tailorandcircus

@Buncke

@Sethswathi

MY DIL GOES ZOOM

Virtual Wisdom, Preoccupied Pajamas

Of Internet interventions and reconsidered routines

Time and tide wait for none - 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!

@A_madteaparty

@urbanladder

@doodlage

Please wait while redirecting...

@Jotform

@Buncke

40

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.

@kareekapoorkhan

@salonisiingh

@Joyeetajoyart

@JanhviKapoor

@bighairloudmouth

02.

·tanisha tiwari·

WHIMSICAL REMINISCENCE

Urban mindset of India

Whimsical Reminiscence

Dreamy, eccentric, flamboyant

The onset of the pandemic has left an air of uncertainty around us. It has left us searching for an escapade to feel lively and alive. Whimsical reminiscence goes across fields and explores how brands reinterpret and deliver a surreal experience to the consumers.

The normative perspectives have changed, there is a lot of crowd in the digital space, artists are exploring new ways; this has pushed brands and creatives to deliver not just a product but an experience to increase the engagement of the onlookers.

Lookout for eccentric, dreamy and flamboyant styles which celebrates colour, playfulness and simple things in life. This trend is all about experiencing what was missed throughout the year. A child-like approach to products that leaves the mind curious and wanting for more.

With whimsical being an underpinned idea, brands deliver and experiment beyond it. Futuristic, surreal themes that can express new normal and beyond, eccentric ideas with kitsch motifs are all part of this trend.

Whimsical Reminiscence

2.1
Artsy maximal

Loud prints and statement pieces that make you stand-out

2.4
Glitch theory

Tapping into the digital world, future whimsical.

2.3
Just as seen

Novelty, kitsch products. Adds quirk to the existing wardrobe.

2.2
Space drip

Surreal vision, spacey. Metallic and monochromes.

2.5
For real?

Cross-over products which de-ceives the eye. A game to the mind.

ARTSY MAXIMAL

Loud, extravagant

Statement, loud and bright designs that stand-out.

The prints are bold, there is no holding back. Brands are fearlessly expressing the spirit we need to have during this pandemic.

Cakes from @with_love_mm

22K GOLD PLATED   AMOEBA EARRINGS

Amoeba earring by @shivanandnarresh
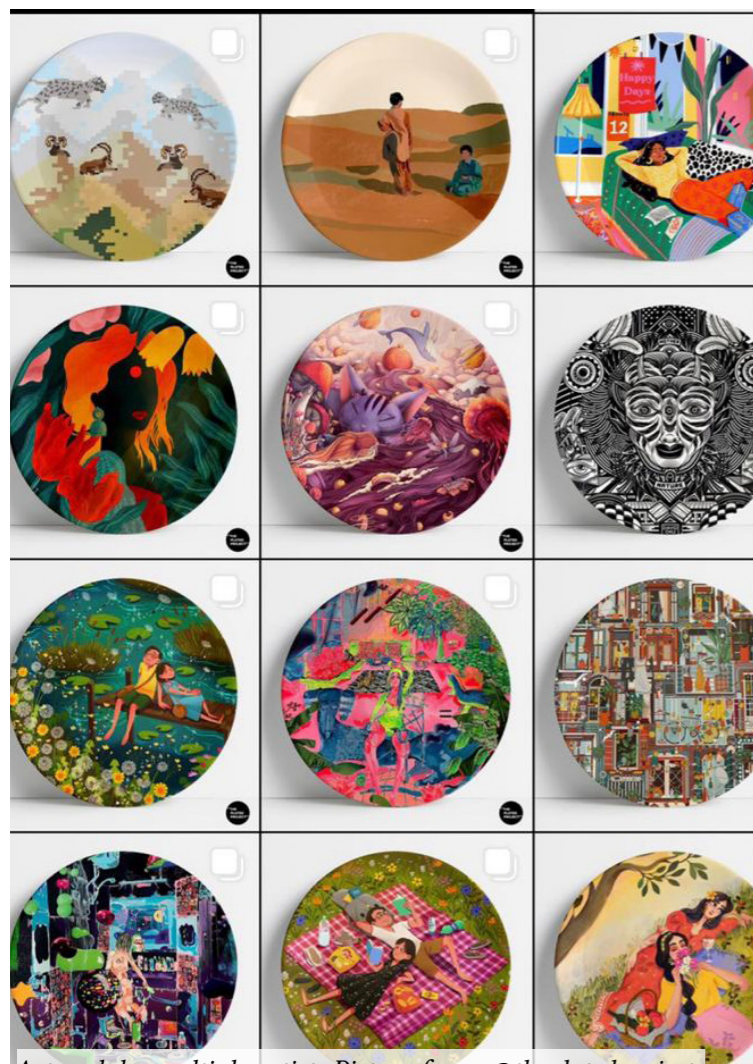
Artwork by multiple artists Picture from @theplatedproject
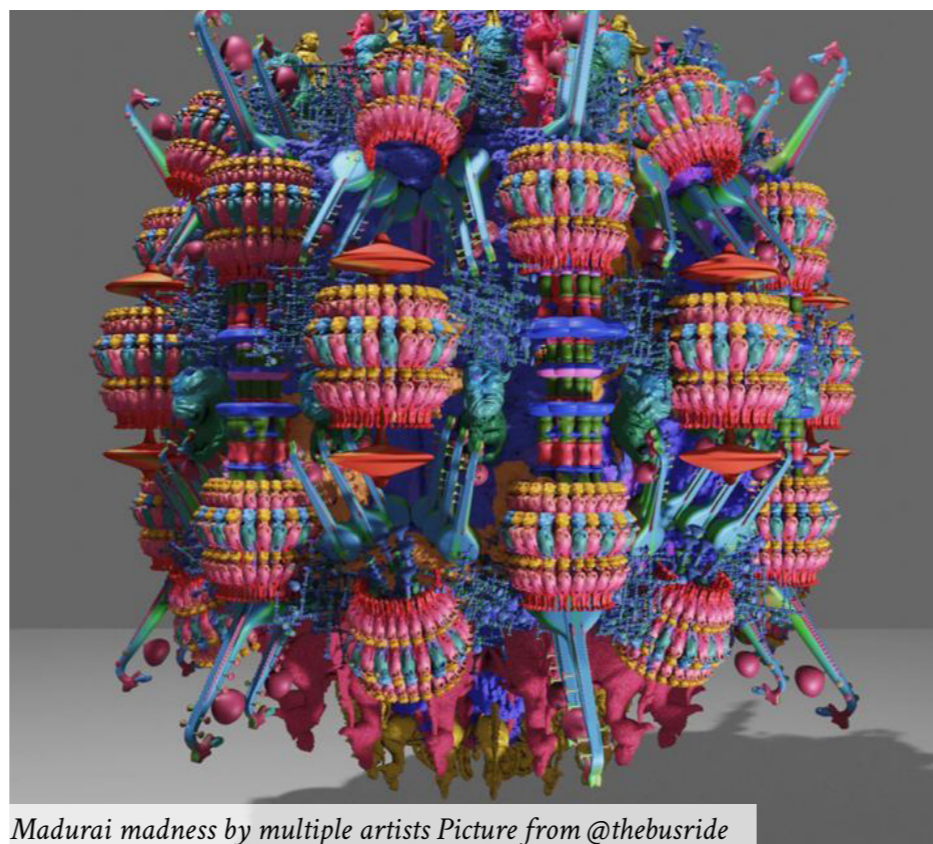
Madurai madness by multiple artists Picture from @thebusride

Print from @pouloumism @bobocalcutta

SPACE DRIP

Heavenly, surreal

Metallics and dark monochromes that almost feel like a part of heaven/ space.

Focus on materials and colour, this trend is a breather and an escapade during this tough time.

@amitaggarwalofficial couture collection 2020 'Axil'
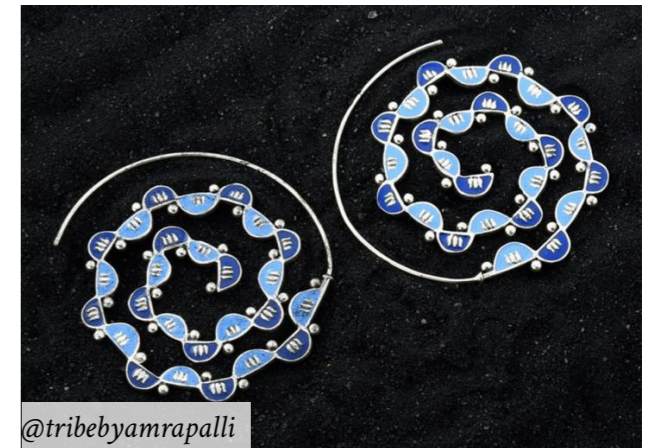
@tribebyamrapalli

MM bonbons by @with_love_mm

'Distance is temporary but champagne is forever' by @eeshaankas

Heavenly creatures by @ekayabanaras

'Sleep in the clouds, dream in the sky' by @clovethestore

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JUST AS SEEN

Novelty, kitsch motifs

Novelty products, kitsch motifs that strike strong resemblance to things (not) around us.

The products derive inspiration from things that are around. Young, colourful and definitely a stand-out product in the wardrobe.

Lip necklace by @ziba_by_hand

Charms by @the.kashti

The girafometric cuff by @zohra_india
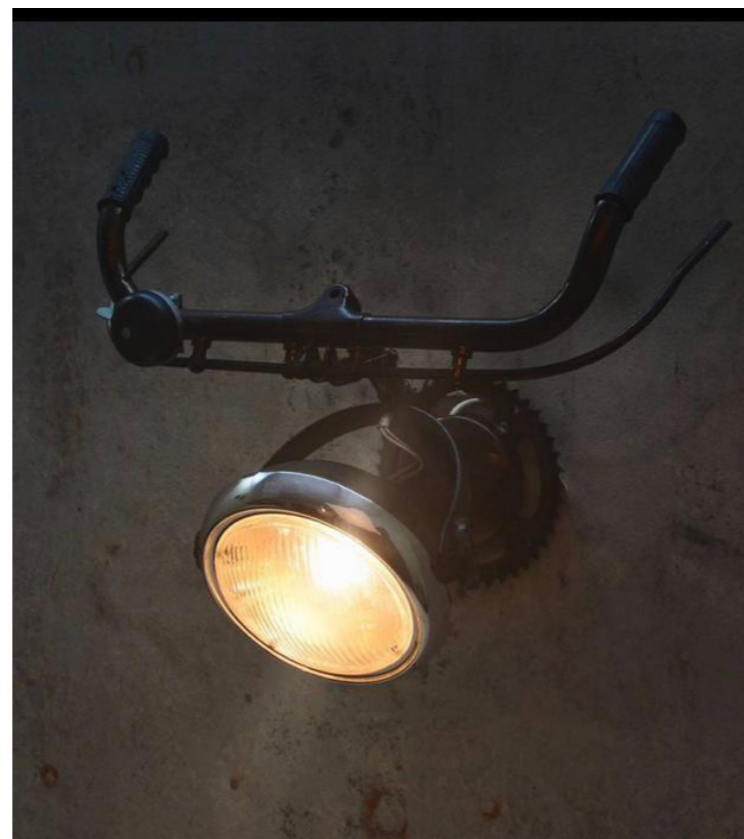
Wall-hanged industrial lamp by @claymango Picture courtesy @leaf_kitchenware
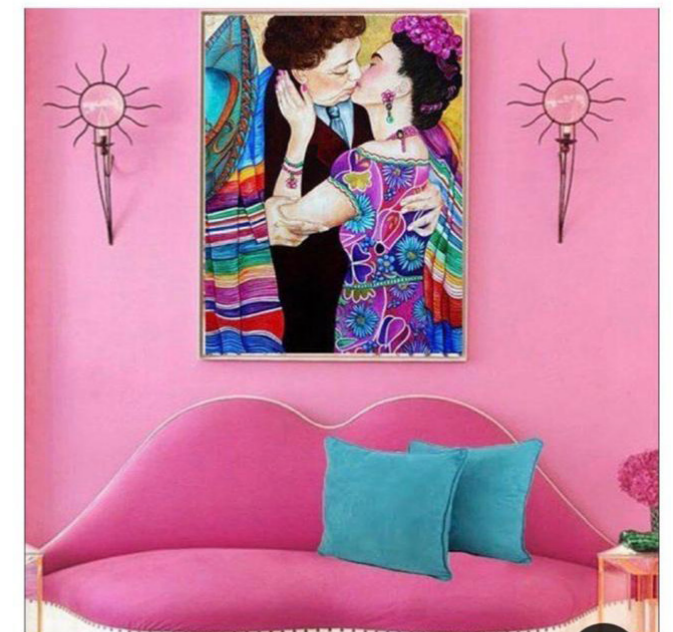
Picture courtesy: @ziba_by_hand

GLITCH THEORY

Digital, futuristic

Futuristic, digital and a future-whimsical sub-trend.

The digital age is taking over. Brands are giving the digital realness. This has surpassed the present and gives us an imaginative future.

'Online performances be like' by @hansra-jdochaniya

Iconotribe print from Koi Series by @shivanandnarresh Picture courtesy @prints.ai
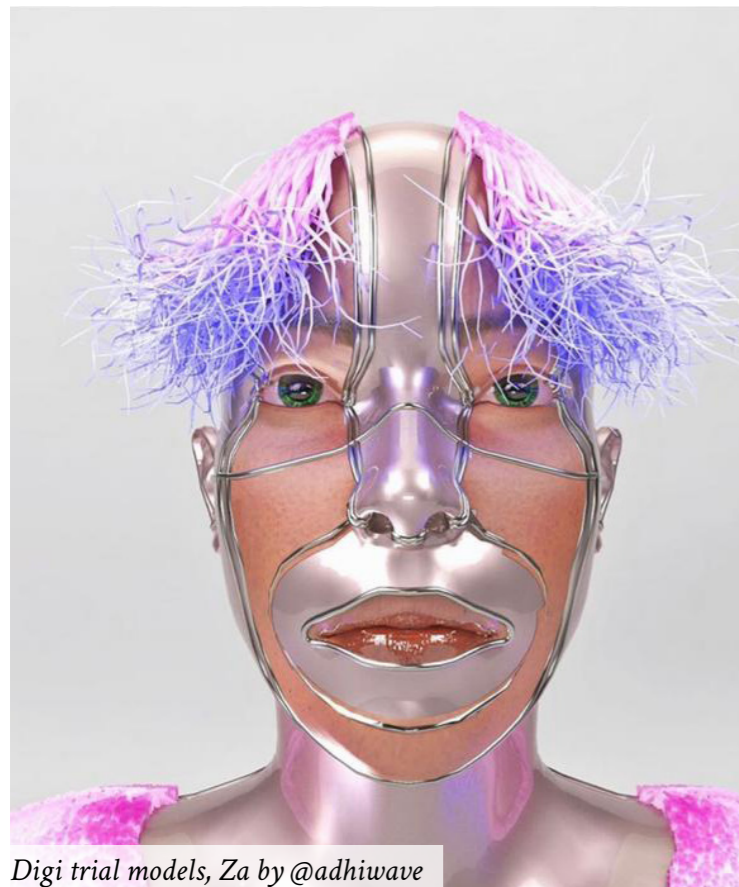
Digi trial models, Za by @adhiwave

Art direction and clothing from @lotaindia
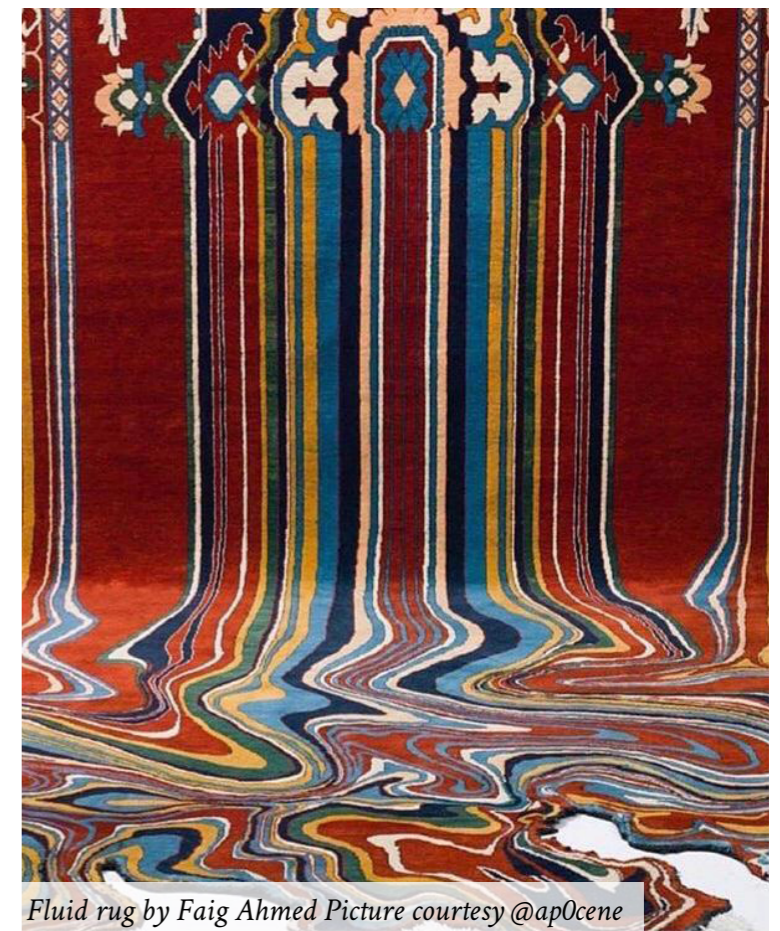
Fluid rug by Faig Ahmed Picture courtesy @ap0cene

FOR REAL?

Interdisciplinary, lively

You can't believe anything anymore; that excitement is what the mind craves.

A cross-over between the perception of an object and the object itself. Exciting surprises goes beyond what just meets the eye.

Pastel popsicle soap by @thesassbar

Raw scallop curry @gaggan_anand

Earring by @retina_vision

Handmade miniatures by @spoorthyminis

Lamps from human hair by multiple artists. Picture courtesy @archidigestindia

ANDAZ APNE APNE

Self-love and positivity in a tumultuous world

Andaz Apne Apne

In today's world, it takes courage to be happy

The crusade for self love begun with the simple realization that one's individual needs could be put at the forefront, without necessarily being labelled selfish. But the thoughts around this exercise have matured since it's boom some time ago. So have the conversations about positivity and validation. They have matured from an eagerness towards blind positivity, to positivity that looks at the emotions of the individual, and beyond all, facilitates personal growth.

With so many things going wrong with the world one after the other, it is an act of rebellion just to be positive, more so in one's own skin. As issues of identity-based discrimination flares up in several pockets of the world, people have taken extra steps to ensure their own safety and well-being.

Andaz Apne Apne

3.1
Maverick Marvel

Non-normativity is being celebrated and worn with pride.

3.2
Mind Warriors

The push towards happiness is no longer just a platitude, active systems are being created to achieve it.

3.3
Selfish care

The doubt about self-care being selfish has been razed, putting yourself first is here to stay.

MAVERICK MARVEL

Reclamation of nonconforming traits

Even while the mainstream is steeped in one dimensional representations of the 'attractive', 'normal' body, there has been explorations into what 'real' bodies look like, highlighting the same features which may earlier have been dismissed as abnormal.

This is a celebration of diversity and the traits that make one's body unique and worthy. The body has become the testimony of a rebellious journey, especially one against years of ingrained bias.

These people may exist a little bit outside the lines, but they inhabit that space with pride.

Chhapak Movie Trailer

Paromita Gupta, on Alopecia Areata

Sonya Danita

Brown Girl Gazing · Zaehen (artidotes_)
for The Un/Learning Collective

MIND WARRIORS

Support structures for mental health

The earliest iterations of self love and calls for positivity - 'good vibes only' - may have begun as a bid to control the flurry of self doubt and despair, but faced with counter-arguments about what self love might mean for someone who would be practicing destructive behaviours, it quickly devolved to toxic positivity. The basis of that earliest, simple concept of positivity and self love has formed the system of accessible mental health programs and resources, in the form of easy-to-consume lists, support groups, or just an increased discourse on the nuances of mental health issues.

This is the form of self love that puts emotional growth in the forefront.

खुद को थोड़ा वक़्त दो।

mental health talks india

Mental Health Talks India

रोना ≠ कमज़ोरी

mental health talks india

Mental Health Talks India

Let's Talk About Emotional Abuse

| Tuesday | 18TH August | 6PM | @GaysiFamily LIVE |

With Priyanka

Clinical Psychologist

Gaysi - Emotional Abuse Session

SUICIDE PREVENTION DAY 10 / SEP

#MENTALHEALTHAWARENESS swipe

Roshni Kumar

Monday 20th July

SUBSCRIBE : Kartik Aaryan

EPISODE 7

#KokiPoochega

Dr. GEETHA JAYARAM
Professor - Dept of Psychiatry
Johns Hopkins Hospital, Baltimore

Koki Poochega

kartikaaryan • Follow

kartikaaryan Dikhti nahi, aur bohot tezi se badh rahi hain - Virus se kam nahi hai Mental illnesses ! #KokiPoochega Mein Next Psychiatry ki SuperWoman - Dr Geetha Jayaram @srujanproject

7w

iamsatdeepsingh 8
5w 1 like Reply

prashantkumar2064 So cute
4w Reply

1,657,237 views
JULY 18

add a comment... Post

Kartik Aaryan - Session with Psychiatrist

SELFISH CARE

Boundaries, forgiveness

Being comfortable in one's skin has as much to do with growth as it is to do with detoxing the painful parts. Whether in work or relationships, clear boundaries are being set, with those boundaries defined by the need to protect one's own self at priority. This finds renewed relevance in the pandemic, when the need for boundaries is not only important in a physical space, but in the mental space.

The kindness one is expected to mete out to others is turned inwards and used to forgive our own failures and shortcomings.

The result is an unabashed, unapologetic realization of self worth.
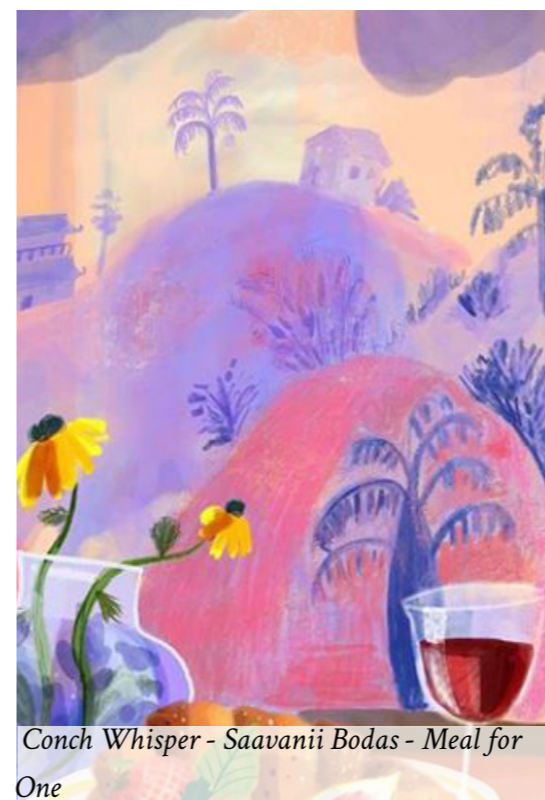
Conch Whisper - Saavanii Bodas - Meal for One

Ashita Relan - Delhicious

If you don't come out of this quarantine with:

1) a new skill
2) starting what you've been putting off
3) more knowledge

You're perfectly okay. Your mental health is key right now, alongside your physical well-being. It's a pandemic, not an artists residency. We'll survive.

Jeremy Haynes @TheJeremyHaynes
If you don't come out of this quarantine with either:

1.) a new skill
2.) starting what you've been putting off like a new business
3.) more knowledge

You didn't ever lack the time, you lacked the discipline

Sayantan Ghosh

Common myths about Boundaries

• Boundaries are walls.
• Boundaries push people away.
• Boundaries cannot be flexible.
• Boundaries are a form of rejection.
• Having boundaries makes you selfish.
• When I set a boundary, I am being mean.
• If I begin setting boundaries, people will leave me.
• Setting a boundary is a form of control/manipulation.
• Boundaries make me feel guilty so they must be wrong.
• Boundaries are permanent and I can't change my mind after I set them.
• If I set a boundary, that means I will be hurting someone.

Bhavya Kulshreshtha
@adeclarationofsentiment

adeclarationofsentiment - Bhavya Kulshreshtra

YOU'RE NOT WORTH MY ENERGY

GOOD VIBES ONLY
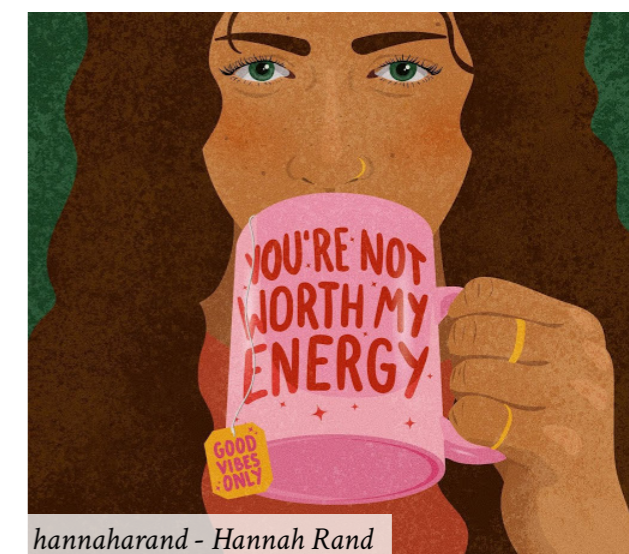
hannaharand - Hannah Rand

MANN VASANAI

Urban mindset of India (Hyper local markets)

Mann vasanai

// aroma of earth/ soil (after rain)

"Booming local markets, global voice and immediate"

The world has transformed from a collective global village to smaller closer-knit communities that self-preserve and look out for each other. With global culture, everyone opted for a lifestyle that no longer stood as a marker of a specific location – yet it also seemed to rub out a lot of traits unique to specific areas and communities, leading to a scramble for preserving the tenets of our own local identities.

As lockdowns were enforced nationwide in the earlier months, most were almost forced to open up their eyes to their immediate surroundings. This trend is driven by an awareness of the community we live and have grown up in. There has been revival of indigenous traditions across the nation, and an unabashed adaptation of what makes us Indian – nurtured by policies regarding self-reliance, craft awareness and a call for a national identity.

Sensibilities have been shifting from looking outside to a global vision, to one that is turned inwards. This has manifested in several ways. In some cases, the rediscovery of age-old wisdom and habits, in others simply by embracing the loudness and the vibrancy that Indians have always been tagged by. In other cases there have been adaptations of designs and systems that cater specifically to needs of the community. The rise of services such as micro-deliveries have provided the basis for a lot of these developments.

Mann Vasanai

4.1

Mati-r-manush:

Locally sourced and locally produced, culmination of generations of practice, resurgence of handicrafts.

4.2

Unapologetically local:

Flaunting local choices, assigning high value to consumers over global.

4.3

Desi tadka:

'Indianising/ desifying' aesthetics, their products and their services

4.4

For us, by us:

Needs of the community are met by those within the same community.

MATI-R MANUSH

// people of the soil

Home grown, locally produced, resurgence of handicrafts

Locally sourced, locally produced, and culmination of generations of practice.

This story ties in to handicrafts and generational passing of ideas and techniques. Value is being given to tradition and that which 'comes from the soil'.

In a post colonial India, most contemporary identities are linked with a realization of the history of this land.

The craft resurgence has partly been due to nation-wide policies that are promoting survival of the handicrafts and encouraging small businesses – who turn to their immediate surroundings to create products.

Hand-crafted coconut plucking accessory made with paalai. 'Pop petti' by @inishrav

@fabriclore_estore

@naaginsauce

Mapcha – Cham Pants @mapcha.studio
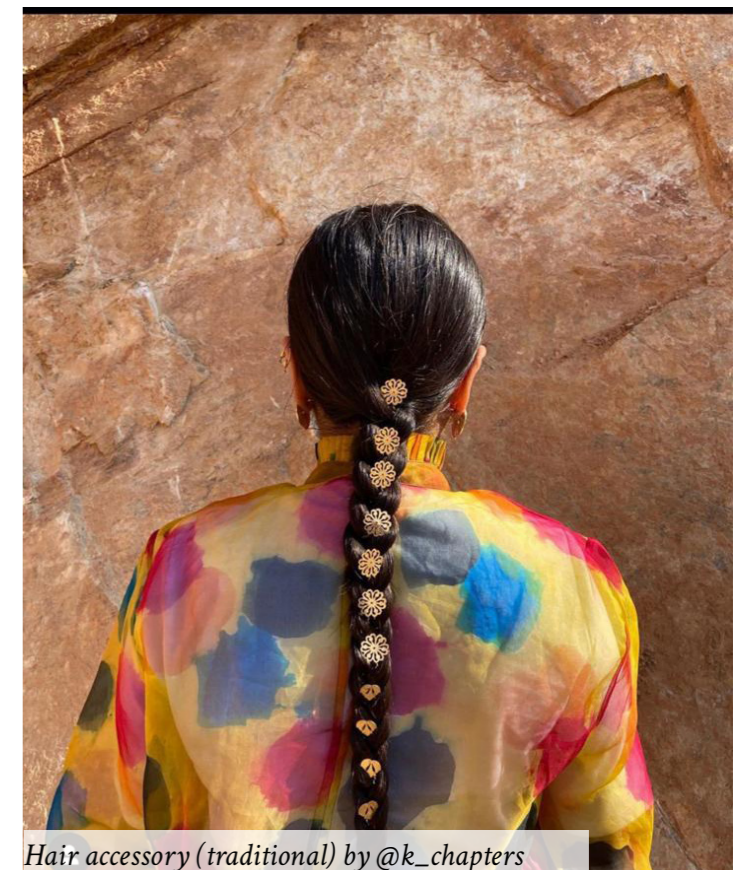
Hair accessory (traditional) by @k_chapters

4.2

UNAPOLOGETICALLY LOCAL

Flaunting local choices, bold and unafraid

Flaunting local choices, assigning high value to consumers over global.

No longer is something from an Indian brand considered of lesser value. People have embraced habits of their families and their regions with pride and are wearing it on their sleeves, in some cases quite literally.

The allure of imported goods have dwindled. Fashion bloggers are showing off their Sarojini hauls in the same tone as their H&M hauls.

Food blogs have separated themselves into regional subsections, moving away from the broad 'Indian food' umbrella – choosing instead to revel in dishes and tastes very specific to their own community.

Chamar - a circular design to celebrate crafts treasures of ostracized Indian Dalit community @www.chama.in

@chumbak

Rings by @bhavyarameshjewlry

*Ivangshu – Alta stained palm @_ivennnnn_*
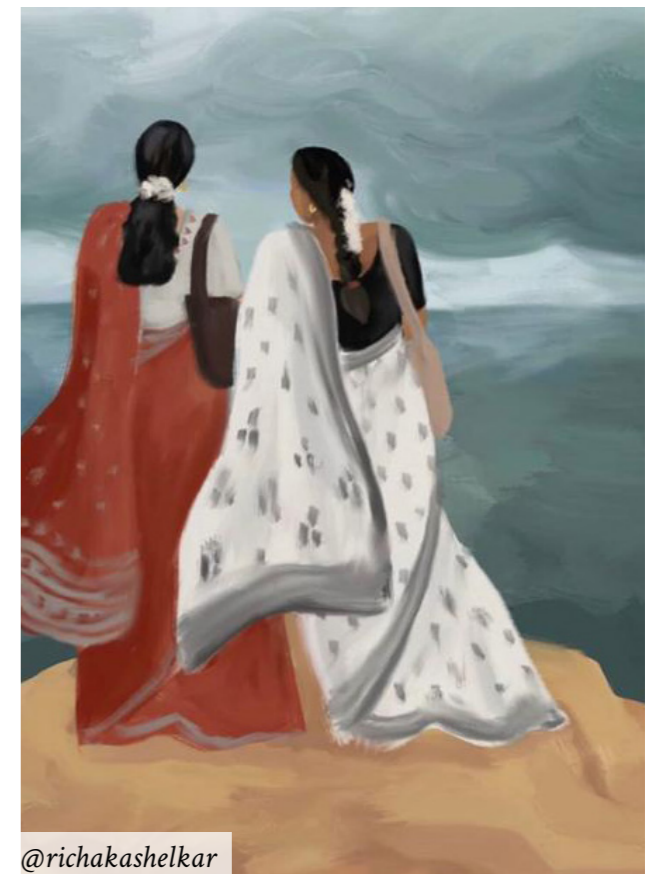
@richakashelkar

DESI TADKA

Indianised, global influence

The kitschy, raw aesthetic that is so core to Indian-ness has seen manifestations in choices of colour, how spaces are designed, how interactions are structured.

Colours are bold, instead of being the demure pastels. There has been an explosion of motifs that are either collectively a part of the mythologies of the subcontinent, or are core to a sub-region - in both cases a part of the local visual library.

Brands are skipping the global defaults and embracing structures and aesthetics that have been born from the familiar local culture.

@theplatedproject

Merch from @beawaraofficial

@spacebiskit

Cold brew rasamalai @bhawandelhi

Aditi Kakade Beaufrand – How to tie a lungi @tiki_lava

@aastha.pasta

4.4

FOR US, BY US

Needs of the community are met by those within the same community

There has been a revival of the cyclic model of need and consumption with the needs of the consumers of a certain area being met by individuals and businesses in the same area. Short distance delivery services are enabling this kind of a model.

Spurred on by the pandemic and restrictions of movement, people rekindled faith in kirana stores. Swiggy Go and Dunzo have since expanded the reach of these local businesses.

Brands are moving towards slow-fashion, rise in thrifting and environmentally-conscious choices that enable local communities.

Made with Khadi sourced from the Govt. of India led Khadi Gram Udyog. Sustainably designed to transcend seasonal trends & pair with anything in your wardrobe. Modeled by 20 year old Kishore Kumar, our cutting master's assistant.
@urban.darzi

oshadi.in/ resort.php

MAWSYNRAM
RAW HONEY
From the Wettest Place
Raw honey by @zizira
Sincerely the best I ever had ever. The lingering aftertaste reminds me of the goodness of devoid of any artificialism.

scroll.in
Suresh Kumar, Sarajapura Curries, grows greens traditional to his community, in his ancestral village. He shares the seeds, vegetables and tubers with the villagers, as well as those from Bangalore nearby.

His goal is to not let these foods die out.

Actually, recipes did not change but the ingredients became very less.
Eco India scroll - Seed bank @www.scroll.in

DUNZO
Home-cooked meals that are Oota the world

Get a Lockdown Lunchbox from Bengaluru Oota Company delivered to your door

OOTA | LOVE लोकल
@dunzo

WHAT'S COOKING?

Urban food trends of India

Homers

Empowered homecooks, humble roots

The pandemic forced us into our homes, and many took to the kitchens to wait it out, eventually breaking boundaries of home cooking to include exotic components and foreign dishes but all built from scratch. This has grown due to concerns about safety and hygiene in delivery and backend operations of established F&B companies, as noted by RestaurantIndia.

The turn towards home has been simmering for a while- brands have been sourcing locally for their ingredients, but never at the expense of quality. The familiarity and comfort of home cooked meals are being delivered to those stranded amidst lockdowns, separated from their families.

These structures are built on strong roots, familiar settings and authenticity in the source-to-consumer pathways. However diverse the outcome, agency is being given to small businesses, homecooks, farmers - those often overlooked in daily lives.

Mass production has given way to micro scale ventures, where care and awareness goes into production.

Homers

5.1

Artisanal

A shift towards home-grown ingredients fused with artis-anal touch. International cui-sines are crafted for the local markets.

5.2

Traditional

Time to go back to the roots valuing the benefits of tra-ditional food and cuisines. Childhood nostalgia and comfort food is rising during the pandemic.

5.3

Curated

DIY food kits, assorted meal boxes for the ones bored at home. Involvement of brands directly with customers for better experience and value.

ARTISANAL

Home-grown, go local

The lock-down has provided time to explore and re-invent existing dishes. It has almost become an online master-chef competition.

There are so many chefs that bring international cuisine to the local markets and also provide it with their own twists. Consumers are looking for new, exciting food as it keeps them on-the-go.

The delicious Italian dessert cooked locally and served (Chennai) @tiramisu.party

Bol Baby Bowl - "fun homecooked food" Vietnamese Rice Paper rolls@bolbabybowl
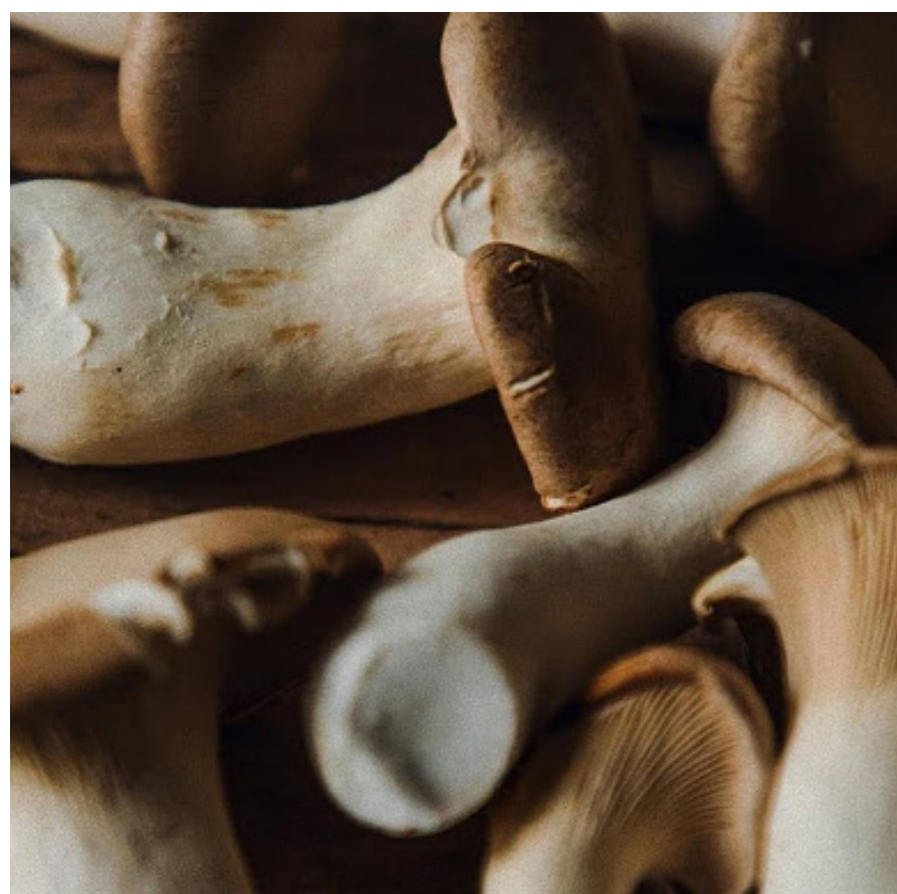
Kaze Living - King Oyster Mushrooms Grown in Chattarpur @kazeliving

Nomad Food Bacon Bourbon Relish @nomadfoodproject

Beetroot spaghetti with homemade ricotta by Indian illustrator Ameya N. @ameyazing

TRADITIONAL

Back to the roots, nostalgia

The focus has shifted towards finding one's roots and food has been a gateway to it.

People are realising the health benefits that come with traditional food and during this highly uncertain time, everybody wants to improve their health.

These foods are reminiscent of their childhood and takes them down the memory lane.

Conosh - Homecooked meals to your doorstep @ conoshofficial

Conosh - 'Dadi ke haath ka khaana' @ conoshofficial

OOO Farms - Your Immune System Needs A Forest @ooofarms

Two Brothers India Workshop with Polymath School Mumbai - Education experience around organic farming https://twobrothersindiashop.com/

CURATED

Assortment, experience

The food experience is being curated in detail to consider the decision fatigue that might come from almost all shopping having been taken online, but leaving the final assembly to the customer, to reserve for them the satisfaction of self-cooking.

These meals are assisted, but highly customizable. The experiences are not targetted for the mass, but towards personal tastes and choices.

Creamy Custard filled donuts for Friday??
YES 91%   NO 9%

@hasdenkitchen

Hey everybody !! Would you be interested in customised assorted boxes?
YES 100%

Inari Chennai Occasion based custom boxes @inari.chennai

☀ So we did ☀

would you like me to introduce something new with bacon/ham and cheese for Tuesday?
YES 74%   NO 26%
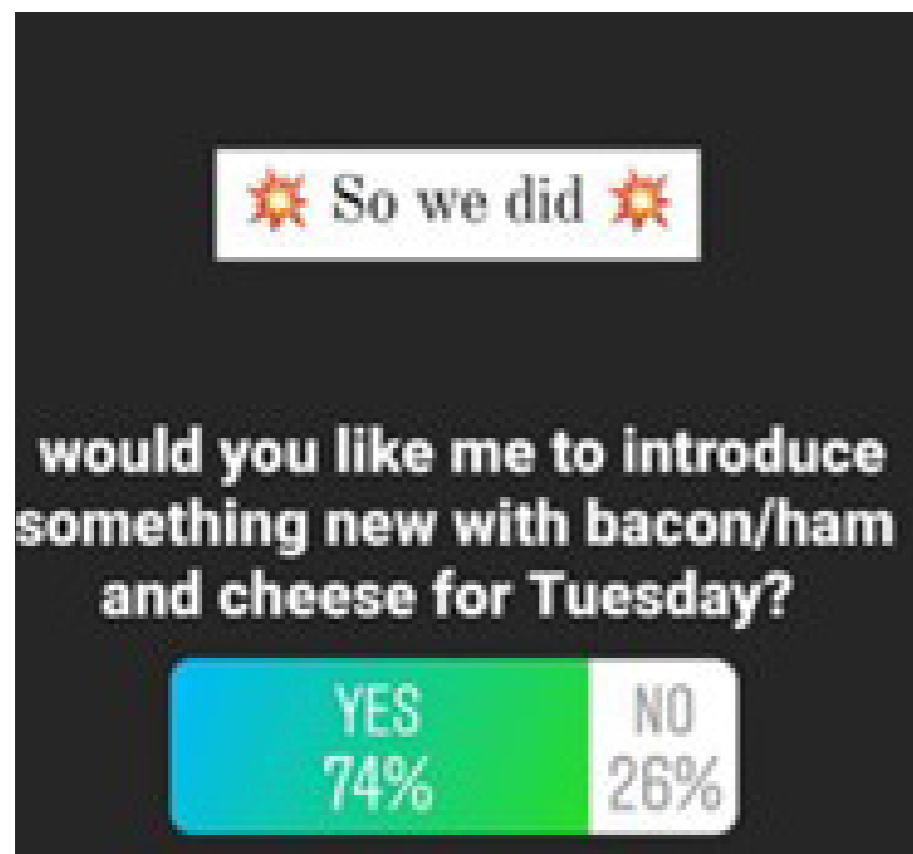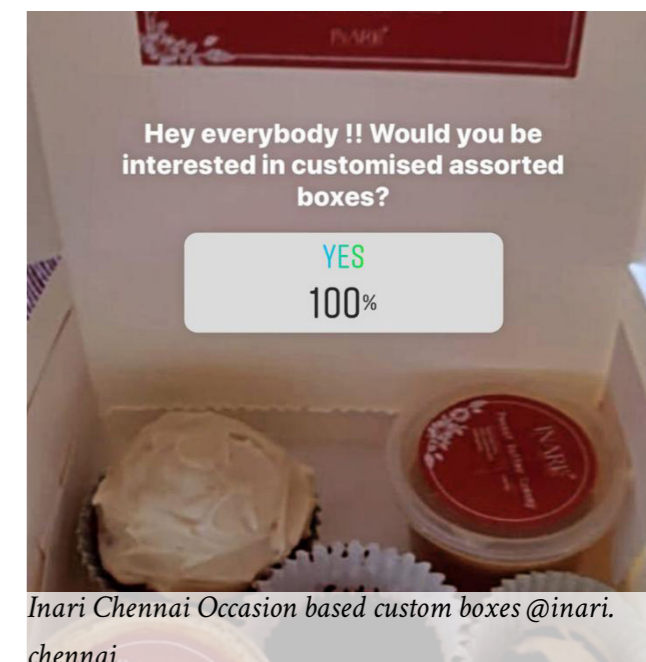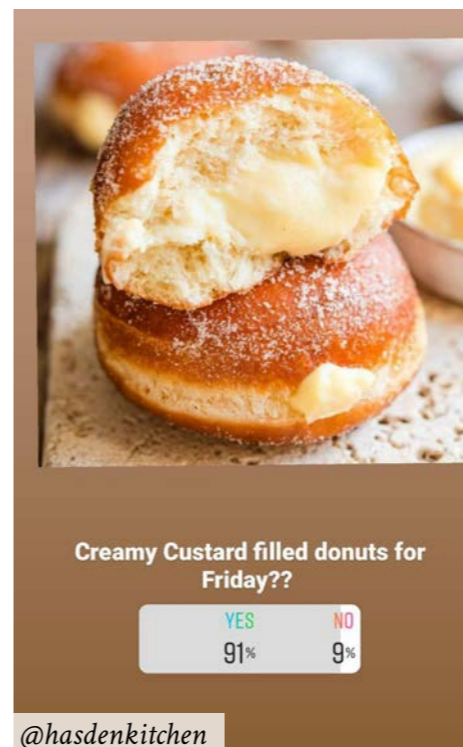
Hasden Kitchen Menu customised according to customer choice @hasdenkitchen

Windy's House Orders with personalised notes @windys_house

Chef YouMee - Chef@ Home - DIY Kits @official_youmee

Oneness

Mindful nutrition, therapeutic food experiences

Food has become a cerebral activity, not bound by ingredients recipes and plating, but going beyond to include ethics, minute impacts on health, and the joy in its creation. Food choices are carefully considered, well-informed. Colours run riot in trying to satiate the eye before even the first bite. Beverage's tout qualities that sound almost magical and otherworldly, promising not just to fill up, but to heal.

It's not even just about food- small businesses include handwritten notes to add a touch of intimacy to food delivery. This emotional aspect underlines the nurturing of mental health as well as physical health when it comes to the gastronomic experience.

The slow paced life and the concern for hygiene and wellness in this situation has seen a rise in home cooks on social media. The menu is far from what one usually gets from a mainstream restaurant. The focus is shifted towards nutrition, wellness and visually therapeutic food.

Oneness

5.4

Body

Popularity of nutritious and hygienic food. Home cooks are popular than never before and people are aware of health and benefits of food.

5.5

Mind

Food trends have become a way to channel one's stress during this time. People are ready to show their culinary skills online.

5.6

Soul

Food has gone beyond just taste, visual satisfaction has become an important attribute. Colourful, magic-like foods are trending.

BODY

Nutritious, health-conscious

Wellness and taking care of our health has become a major aspect in 2020. With the onset of the pandemic, people have resorted to different ways to take care of themselves.

Food industry has seen a new trend where home-cooks are providing healthy, nutritious food at affordable prices.
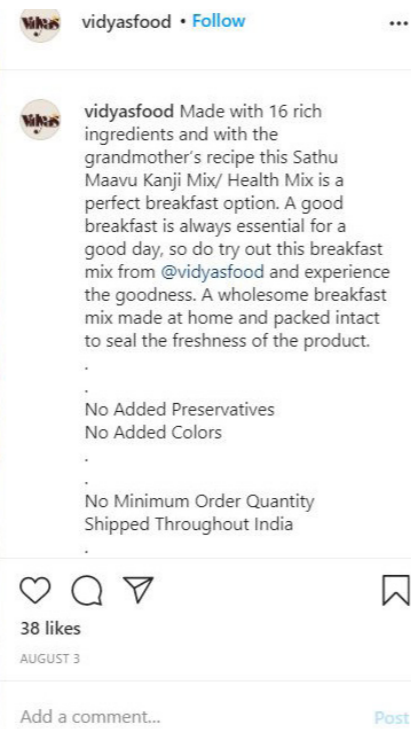
This ranges from healthy dips and hummus to vegan options and supplements for workouts and healthy drinks too.

Hummus menu from @inari.chennai

home-made sides menu from @inari.chennai

PEANUT BUTTER CREAMY	300RS
PEANUT BUTTER CRUNCHY	300RS
HONEY ROASTED PEANUT BUTTER	400RS
CHOCOLATE PEANUT BUTTER	450RS

Hummus 300ML

| CLASSIC CHICKPEA HUMMUS | 275RS |
| ROASTED BEET HUMMUS | 300RS |

The world is moving on from calorie counting to nutritional food

veganism is also being considered as a food preference by many. This can go far in bringing back the delight of taste and experience alongside well-being and security.

https://www.restaurantindia.in

vidyasfood • Follow

vidyasfood Made with 16 rich ingredients and with the grandmother's recipe this Sathu Maavu Kanji Mix/ Health Mix is a perfect breakfast option. A good breakfast is always essential for a good day, so do try out this breakfast mix from @vidyasfood and experience the goodness. A wholesome breakfast mix made at home and packed intact to seal the freshness of the product.
.
.
No Added Preservatives
No Added Colors
.
.
No Minimum Order Quantity
Shipped Throughout India

38 likes
AUGUST 3

Add a comment...   Post

Porridge mix from @vidyasfood
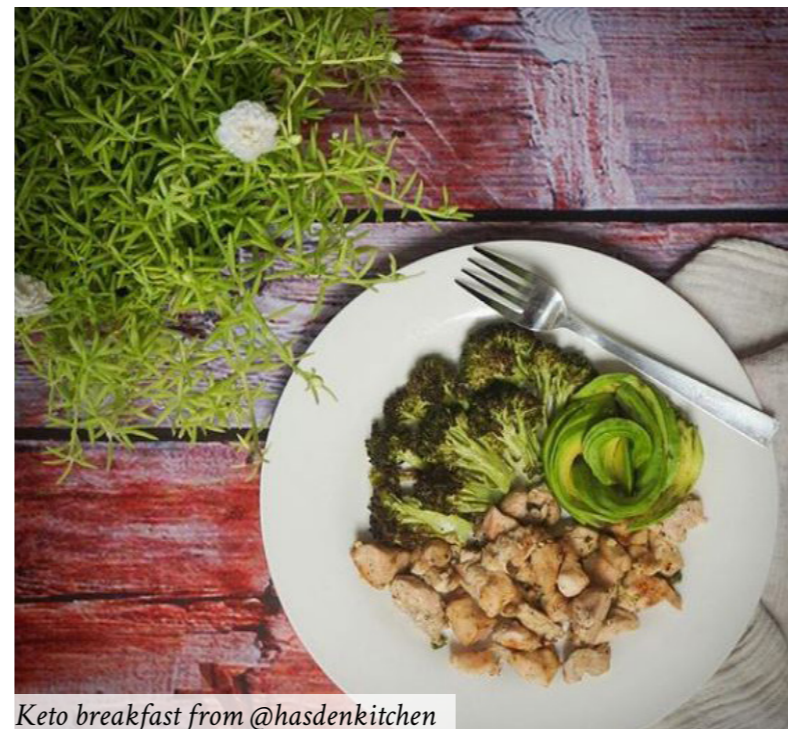
Keto breakfast from @hasdenkitchen

hasdenkitchen Lunch time 🍴
It's a good time to start keto diet if you are looking to start cause I think avocados are in season as I find them everywhere.. I usually buy them and broccoli from @bigbasketcom. those who are in the city can buy from @narayan_jk_ :)

BAKED CHICKEN AND BROCCOLI
[706K-806K]

190gms bite sized chicken pieces
60gms broccoli
1 1/2 tsp minced garlic
2 pinch salt
2 pinch pepper
2 pinch cumin powder
1 avocado

Liked by shreya.prasad22 and 103 others

JULY 14

5.5

MIND

Combating stress and anxiety, hobbies

Conosh, whose mission is to 'get people together over home-cooked food', has started programs to guide regular cooks create restaurant-level Indian meals with the help of MasterChefs.

From banana bread to cakes, people have delved deep into their cooking and baking hobbies, spurred by free time, the need to de-stress, and helped by online learning opportunities.

The sense of comfort is not limited by skills, as proved by the availability of home-cooked food for delivery.

Added advantage has been the fact that when people try their hands on cooking, they immediately feel a sense of accomplishment in the end, which helps in coping up with stress during this uncertain time.

Inari Chennai Assorted dessert box, customised to customer needs @inari.chennai

Conosh - Online learning restaurant level dishes at home https://conosh. com/ @conoshofficial

Sweet Bengal - The world of Chenna | Workshop by Masterchef Dr Priyanka Biswas

Could Dalgona Coffee Become More Than Just A TikTok Trend?

Forbes - Could Dalgona Coffee Become More Than Just A TikTok Trend?

5.6

SOUL

Therapeutic nutrition, food for the soul

Certain food trends are visually pleasing that they feel like magic-foods. They speak to your soul.

At this very vulnerable time, cooks are providing the customers with drinks that looks and feels refreshing and rejuvenating.

These are not just food for the body, but also for the soul.

Atmosphere Blue Mint Kombucha - "Magic Tonic" @atmosphere.in https://atmospherestudio.in/

Loca Boca - Free spirited, happy colours @thelocaboca

Bol Baby Bowl - "fun homecooked food" @ @bolbabybowl

Kaze Living - comfort food, locally sourced @kazeliving

Pre ♥ Loved

HAND-ME-UP

Slow fashion in India - 1

Hand-me-up

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.

Hand-me-up

6.1
Rewind, stop

Pre-loved, vintage pieces, statement products and deadstocks.

6.2
REDO

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

6.3
Salvage symphony

Recycled products, materials for producing clothes.

6.4
It's a cycle

Closet sales, exchanging clothes.

6.1

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 up-cycled to meet the needs of the present.
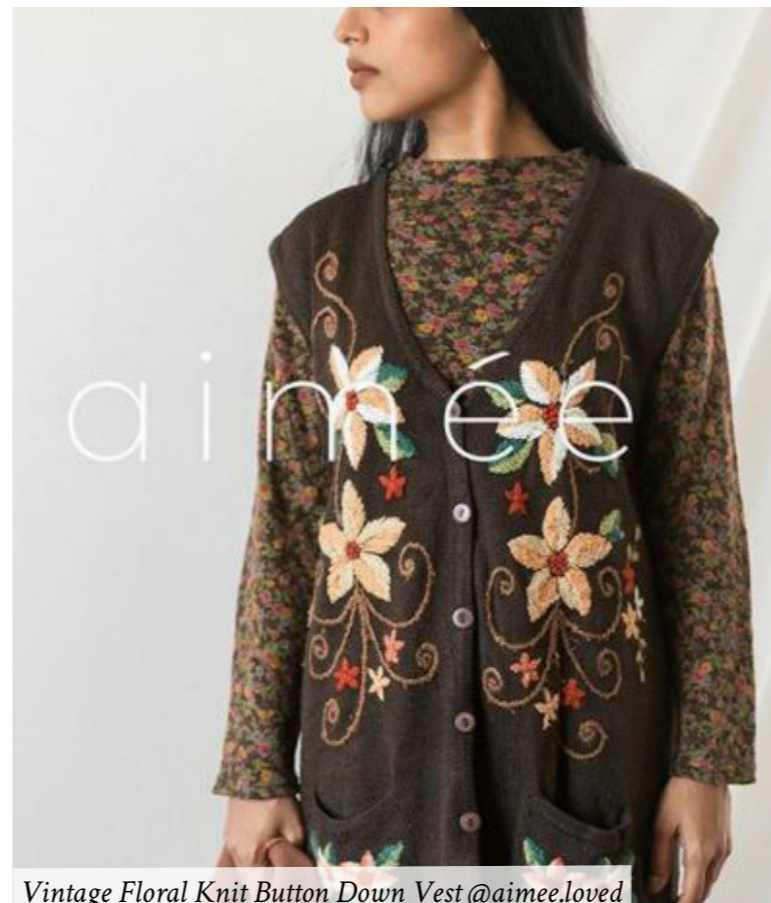

Vintage earrings from @viangevintage

Thrift shop inspired by the disco scene @disco.very.culture

Vintage petite white box bag with faux croc & gold hardware. @aimavintage

Vintage Floral Knit Button Down Vest @aimee.loved

From @carols.shop

6.2

REDO

Upcycled products, surface techniques

Repurposed clothes, second-life

Up-cycling has been the most taken-on project 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 @realslate_j

Patchwork @hearttohaat

www.instagram.com

casper.com/ glow-light/

laxmi yardage" - upcycled handsewn kora fabric @raasleelatextile

6.3

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 forefront in material innovation and can extend to lifestyle products.

[recycled]

@doodleageofficial

Recycled cotton from @chola_the_label

Bang we have here a beautiful pieces which is 100% recycled. @themaga.in

Swimsuits from discarded fishnets @pa-ni.in

IT'S A CYCLE

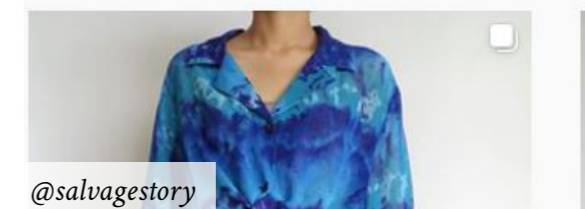*Closet sale, circular economy*

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.

Corsets from @pandapickedstore

Pre-loved clothes from around the world @bombay-closetcleanse

Hand-embroidered by @thriftbanana

@luluthrift

@salvagestory

-tanisha tiwari-
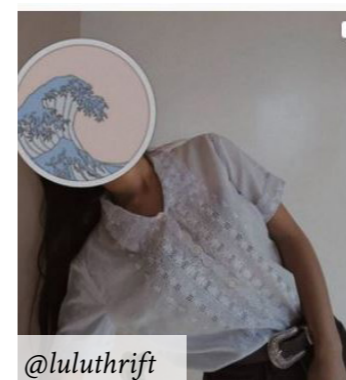
REVEL/ UNRAVEL

Unlearning habits, breaking patterns

Revel/ Unravel

Breaking and building change from the ground up

The world seems to be going through multiple upheavals, in political as well as social spheres. A lot of change is either being actively sought after or has been thrust upon us because of the pandemic. Aided by the hyper-connectivity afforded by the internet, these changes have had the chance to grow in a more structured way with clearer goals than ever before.

These changes are large and systemic and they are aiming to undo generational habits and traditions, which have settled comfortably as the status quo. The first step is to recognise these old habits as they are, without thinking that's the norm or the default. **'Educativism'** aims to do just that, helping to relook at things in a different light and to understand that they are not as normal as they seem.

'Parti/shunning' goes to the next step. There are invisible boundaries society is structured by, that have developed brick by brick through the ages. And they are now being shifted, remade. Some new boundaries are being set up, some old ones are being done away for good.

Revel/ Unravel

7.1

Educativism

Curation and publication of resources for education and re-education
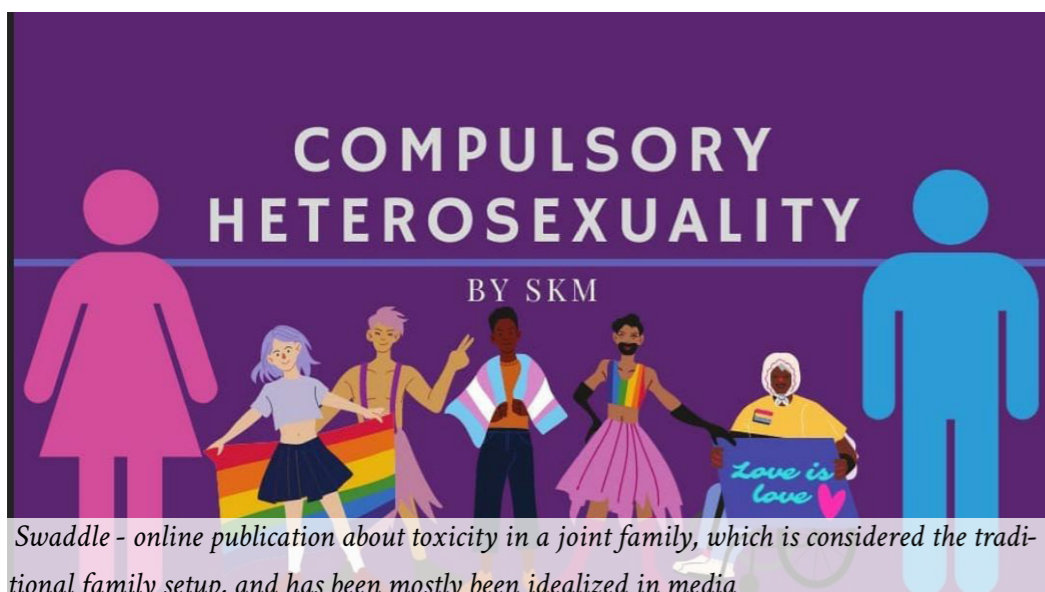
7.2

Parti/ Shunning

Questioning and blurring the lines that separate and bind

EDUCATIVISM

Curation and publication of resources for education and re-education

The journey towards great change cannot start without knowledge. There has been an explosion in resources, especially on the internet, that provides bare facts about notions that have been taken for granted for years, or that provide a platform for nuanced discourse over topics that have only recently begun being talked about at such a large scale collectively.The content ranges touches both personal level changes, as well as broader social changes - one might talk about how to recognize red flags in a relationship, another might talk about systemic police violence. Some are simple guides and instructions. What binds them together is that they're all progressive, and almost radical. The goal is to create awareness, and through that, lend agency. These ideas seek to critically analyse and challenge everything, even the ideas that seem to have been ingrained in society since its inception - that almost seem to be unchangeable.

Sangya Project - article about heteronormativity, that outlines aspects of society that have long been mislabeled as default in order to marginalize homosexuality @sangyaproject

Swaddle - online publication about toxicity in a joint family, which is considered the traditional family setup, and has been mostly been idealized in media

Akademi Mag - article about LGBTQ rights in the context of casteism in India Your Rainbow Doesn't Hide Your Casteism

7.2

PARTI/ SHUNNING

Questioning and blurring the lines that separate and bind

Old divisive boundaries are being demolished, and newer boundaries are being set up keeping in mind individual comforts and health, over ageing ideas of sanctity. Boundaries are being set in many kinds of social relationships that prioritize the individual comfort, rather than subscribing to traditional ways. It's no longer rude to simply refuse, people are being urged to reconsider toxic habits that they had been settling for, for the sake of 'that's just how it is'. Newer and more considerate rules are being set up that put the person in the forefront, rather than social rules.

One the flip side, people are toeing lines that have demarcated socially constructed areas for centuries, with growing ease. Ideas of gender binaries is being actively questioned and divisions around communal lines are being relooked at - and the only question that seems to be

remaining is that do we need these divisions at all. Work and life has reduced to the same area since the onset of the pandemic, and that too has blurred lines giving rise to relaxed rules around work outfits and workplace decorum. Morning calls in a hoodie are okay, as are cats walking across your Zoomcall.

Bahdhaii Ho, Shubh Mangal Zyada Savdhaan - tackling normative romance, and normative child-bearing SMZS Badhaai Ho

Bahdhaii Ho, Shubh Mangal Zyada Savdhaan - tackling normative romance, and normative child-bearing SMZS Badhaai Ho

Unlearning the idea of idealistic respect towards family Shaurya Gahlawat

'Okay to Say No' @itsnata

INsights YOUng 20x21

INvision: FUTURE THROUGH THE EYES OF YOUTH

VisioNxt interacted with our 'Mega- Mindsphere youth network' to understand how youth of India envisions the post pandemic future. Here we are presenting few wonderfully articulated scenarios reflecting positive fluidity:

"While coronavirus shook us- with fear, with out-of-the-blue excessive measures, it brought us closer to ourselves and our families. India was put on a 21 day lockdown for the first time in Indian history. It started with a one day Janta curfew that people obeyed and moved to three weeks of quarantine, that people *had* to obey. Research says that exactly 21 days are needed to form a habit, which is fascinating because in this time most of us have gotten habituated to working like freelancers, like artists, like entrepreneurs; eating warm food, sleeping, relaxing and giving ourselves breaks. This being the good side of the quarantine, there is a lot more to it, companies undergoing loss, people losing jobs, deadlines being pushed, profits being cut to name a few. Post quarantine and lockdown, people will want to and be forced to hurry, to rush- back to their hectic jobs, the busy lifestyles, the pressure. "Hustling" will be prominent, because people will want to get back up as soon as possible. This, however, will slow us further- as pollution, carbon footprints, and social interactions will pick up the pace. While lockdown gave the earth a much needed "break" from all of human-caused pollution, it wasn't a pause, but more like a "pull" which will send us rocketing forward in terms of everything. Our economy has suffered a major loss during this period, but if we ease into it, it can get back in a good shape again with time. The key will be to be more conscious of what we do, of everything we do; this also being the key in handling the pandemic. People were advised to slow down and reflect on everything they do- keeping yourself and your surrounding clean, staying in, consciously interacting, avoiding outside food, to name a few. All the precautions were a leaf taken from the 'slow living' book! If we can learn a lesson, and consciously move towards handling everything after the lockdown, it can be a beautiful world to live in!"

By TANISHA TIWARI

"The world as we know it might never go back to how we left it. Things that are a breach of privacy for us at the moment may become an extension of our personalities. The dark reality that shows like "Black Mirror" try to portray, as skin deep tracking devices may soon become as normal as a mobile phone. We're looking at a future where "online vs brick and mortar" might not even be a debate anymore because we eventually know what's definitely going to take over: technology. A future where "human touch" is passé and we trust machines and data more and don't give chance to any human error. We might again take a U-turn from Globalisation to Localization, at least till this nightmare is over."

By SAGUNA DATT

"The vicious cycles of mindless consumption and careless exploitation are set in motion yet again, but the world stirring from its slumber, awakens, aware and considerate. The threat of getting sucked into the vortex of supposed "lack of time" hangs above our heads as real as ever, but there also exists a caution exercised by the people with their actions and it's consequences on the society and the planet. The inevitable introspection and retrospection one was met with during the lockdown births a kinder, stronger social set-up renouncing the flawed ideology of one individual not being enough to make a difference. Rushing back to the mundane routine of life, the realisation of the world they resided in a month back, not resonating with the elevated morals hits hard. The reset wasn't for the earth as much as it was for the ignorant folks considering themselves invincible and immune to the happenings around them. And maybe this time around, a civilisation will be built on holistic living rather than on mere capitalist consumerism.

(A)Lone Review by BHAVITRAA THILAGAR

"Ideal scenario might bring back normalcy, demand, slowly picking up economy, productive media consumption, a more accepted and larger virtual/digital space, the appreciation and need of art, philosophy, poetry, fiction, romance in life as things we live for, compared to what we do to earn a living. A respect for the essential services/people that/who make our livelihood easier. Corona might make everyone realise that when the natural forces are against us, there's nothing else we can really do, that if we all come together, we may be able to tackle a great deal, which might be climate change, after corona. However, the worst-case scenario would entail people abusing resources because of everything they couldn't do due to the lockdown, and that life is too short or lives not getting normal anytime soon because the cure/vaccine takes time to reach the huge population that exists leading to another great depression with a population that's already fighting mental health issues more than ever on top of a pathetic labour market. We can only hope to settle in the best of both worlds."

By AKRITI GUPTA

The effect post Covid-19 is much but a situation to bet on. With brands shutting stores, start ups struggling to pull through, some experts suggest the economy is going to crash even further in some areas- say gold and property. Entertainment has taken a huge dump! Necessities have become the newest luxury. Global recession has already been declared. Instagram is flooded with 'what would you do, post QuaranTimes?' Well I think people will reassign value to commodities. I think Maggi, their favourite brand of bread, Milk, cheese, curd will be loved harder. Brands will do meaningful marketing, they will have no choice but to get more transparent. The human race is more forgiving than we know. They will learn to trust again. Luxury will come back, fine dining will come back. Concerts might come back! Whereas, who is to tell when COVID ends, for it is a virus, it might come back, or it will choose to stay, dormant, but present. People with these ideologies will never trust China again. Local buying will increase, travel will decrease, chuck SHEIN, those who can, will start growing their own produce. Chuck Made in China, the much hearted Assembled in China iPhone is at risk. Quarantine will bring back simpler times. But, Like demonetisation, which is definitely not the best comparison, it will leave behind a fear in people, that this could come back, so the woke and the aware will definitely mend ways.

By SAISHA NAGPAUL

After the long quarantine periods of covid-19, people of India will come out with a different energy. Due to a long 'stay at home' clause, people will come out to explore more. Outcome of the virus will be a highly health conscious population with basic hygiene on top priority. The old childhood memories will still be in the air not just because of nostalgia but also because all these 90s elements actually helped people to get through the quarantine times, the crisis times. The 90s games, old photograph albums, traditional cooking, daily household chores, cleaning the closets, talking to long lost friends and spending time with families. These elements will have proven their importance in a human's life and so post Covid 19, a balanced life will be taken into consideration where people will now lead their normal routines of going to work but also will put these elements into their schedules as well. Re-planning of future goals along with fresh ideas, boosted enthusiasms and an urge to do something constructive with their lives will be a new perspective people will be looking through.

By ANUJA SUKHWAL

NATIONAL INSTITUTE OF FASHION TECHNOLOGY

National Institute of Fashion Technology (NIFT), set up by the Ministry of Textiles, Government of India in 1986 has been accorded statutory status under the Act of Parliament in 2006 (NIFT Act 2006) for the promotion and development of education and research in the field of Fashion Technology. NIFT imparts fashion business education across India through its network of 17 campuses. It provides four year undergraduate (UG) program in design and technology, two years post graduate (PG) program in design, fashion management & fashion technology, short duration education program to address the specialized needs of professionals and PhD. program for research in the field of fashion. NIFT has its head office at New Delhi with its campuses located at Bengaluru, Bhopal, Bhubaneswar, Chennai, Gandhinagar, Hyderabad, Jodhpur, Kangra, Kannur, Kolkata, Mumbai, New Delhi, Patna, Panchkula, Raebareli, Shillong and Srinagar. NIFT is the only Indian school which appears in the global ranking (CEOWORLD magazine) and ranked 12th among the best fashion schools in the world (2020).

VISIONXT

VisioNxt Trend Insights and Forecasting Lab, a project of national importance being executed by NIFT (under the R&D scheme of the Ministry of Textiles, Govt. of India) intends to create an AI enabled forecasting system to develop indigenous forecasts intending to cater to the needs of Indian fashion & retail industry, keeping the unique plurality of the country in consideration. This project has its Creative Lab and HO in Delhi and AI enabled Insights lab in Chennai. VisioNxt is the first ever Govt. supported initiative for India centric AI enabled fashion direction and prediction with vast youth trendspotter network across the country for the real time deep-dive.

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DISCLAIMER

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

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VISIONXT

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