

A large, fluffy white cloud is centered in the upper half of the image, set against a solid pink background. The cloud has soft, irregular edges and a bright white center, giving it a three-dimensional appearance.

Decoding

Trend and Forecast

2024-25




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Education

1997

National Institute of Fashion technology
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Master of Design

Textile Design and Development
Visualization and Prototyping
Design Thinking
Design Research

1995

Delhi University
Delhi, India

Master of Science

Organic Chemistry

1995

Council of Scientific and Industrial Research
Delhi, India

CSIR UGC NET

Qualified for Junior Research Fellowship (JRF)
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2002

Triveni Kala Sangam
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Certificate Course of Photography

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Objectives

- Understand the essence of trends and forecasting.
- Decode how leading agencies predict future trends.
- Gain insight into the 2025 home textiles market.



Why Trends and Forecasts?

- Shape the product lifecycle from ideation to production.
- Stay ahead of market competition.
- Align with consumer expectations and desires.

Trend vs. Forecast

- **Trend:** "A general direction in which something is developing or changing."
- **Forecast:** "A prediction or estimate of future events or trends based on data and analysis."



Why is this Essential for Us?



Being prepared equals more significant market share and profitability.



European and US markets are highly dynamic.

Adapting to trends ensures brand relevancy and consumer engagement.



market expansion

low fashion risk





Gearing Up for 2025:
The Future Consumer & Strategic Planning

Key Profiles

The Emotional

Seeking Genuine Emotions in a Digital Age

The Emotional are all about genuine feelings and fairness. They want real connections and transactions based on true feelings.

Example: Choosing a brand that promotes ethical practices over a popular brand that doesn't align with their values.

Reference Data:

A 2023 Nielsen report found that 70% of consumers are more likely to choose brands that are transparent about their practices.

Studies show that emotional connection with a brand leads to higher customer loyalty.

Key Profiles

The Emotional

Product: Stone Sculpture Art Piece

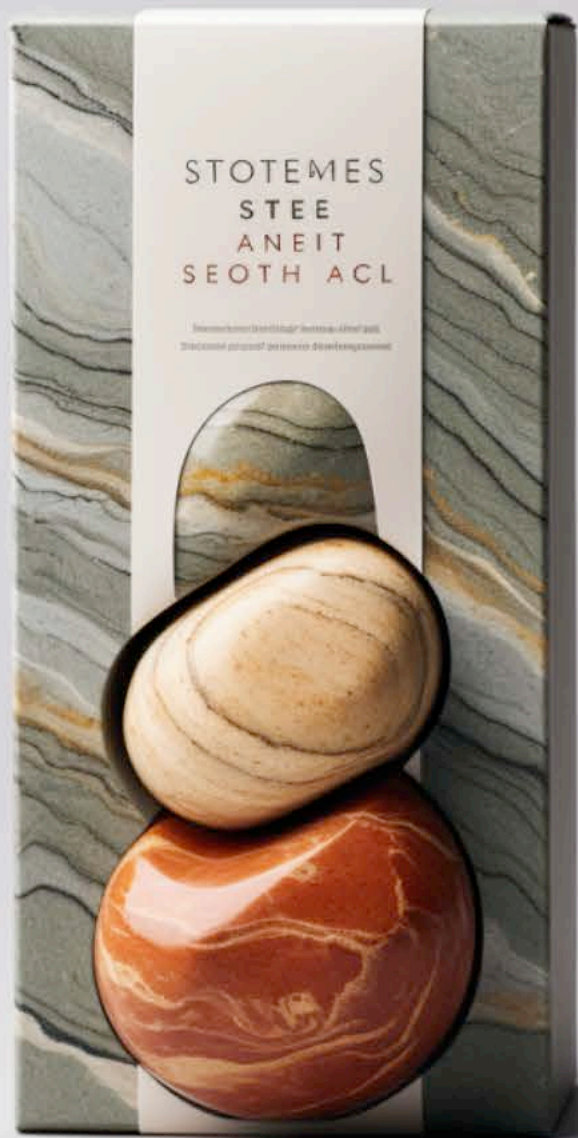
Design Strategy:

Materials: Hand-selected natural stone with unique textures and colors.

Craftsmanship: Artisanal sculpting techniques to create pieces that tell a story or evoke emotions.

Visual Appeal: Organic shapes and forms that connect with nature and evoke a sense of calmness.

Packaging: Eco-friendly packaging with a detailed artist's note explaining the inspiration behind the piece.



Key Profiles

The Simplifiers

Simplicity and Authenticity in a Complex World

The Simplifiers are moving towards real communities and away from vast networks. They value real-life interactions.

Example: Preferring a local artisanal shop over a big e-commerce platform.

Reference Data:

A 2022 survey by Deloitte found that 65% of consumers prefer shopping locally to support their community.

There's a 30% increase in consumers seeking authentic experiences, as per a 2023 TrendWatching report.

Key Profiles

The Simplifiers

Product: Minimalist Wooden Coffee Table

Design Strategy:

Materials: Sustainably sourced wood with a focus on durability and simplicity.

Craftsmanship: Clean lines and functional design, emphasizing practicality and minimalism.

Visual Appeal: Smooth finishes in neutral tones to blend seamlessly into various interior styles.

Packaging: Simplified, recyclable packaging with easy assembly instructions.



Key Profiles

The Moment-Valuers

Cherishing Moments: Time as the Ultimate Luxury

Moment-Valuers see time as their most valuable resource. They seek quality experiences over quantity.

Example: Opting for a two-week quality vacation over multiple short weekend trips.

Reference Data:

A 2024 study by Expedia found that 75% of travelers prefer longer, immersive trips over short vacations.

Time scarcity has been identified as a significant stressor in modern life, as per a 2023 Harvard Business Review article

Key Profiles

The Moment-Valuers

Product: Metal Modular Shelving Unit

Design Strategy:

Materials: High-quality, lightweight metal for easy rearrangement and adaptability.

Craftsmanship: Modular design allowing for customization based on current needs or space.

Visual Appeal: Contemporary style with a focus on versatility and ease of use.

Packaging: Compact and efficient packaging with a guide on different configuration options.



Key Profiles

The Innovators

Trailblazers of the New Normal

The Innovators are always on the lookout for new ways to live and connect.

Example: Adopting new technological solutions or sustainable practices before they become mainstream.

Reference Data:

A 2025 Gartner report highlighted that early adopters, like The Innovators, influence 60% of the broader population's buying decisions.

They are 2.5x more likely to be influencers in their communities, as per a 2024 Nielsen study.

Key Profiles

The Innovators

Product: Glass Smart Lighting Fixture

Design Strategy:

Materials: Durable glass with integrated smart technology for mood lighting.

Craftsmanship: Incorporation of cutting-edge lighting technology within an elegant glass design.

Visual Appeal: Modern and sleek aesthetics with customizable light settings controlled via an app.

Packaging: Innovative packaging highlighting the tech features and smart capabilities of the product.





Global Color Forecast :
A/W 2024-25



Intense Rust: A Timeless Hue for A/W 24/25

Historical Continuation:

Emerging from A/W 23/24 forecast, Intense Rust has gracefully transitioned to become a standout shade for A/W 24/25.

Color Characteristics:

This hue, characterized by its warm and rich undertones, is more than just a color. It's a feeling, a sensation that evokes a profound sense of stability and grounding.

Nature's Reflection:

Intense Rust beautifully captures the essence of the **natural world**. It takes one back to the **raw beauty of the earth**, reminiscent of the rich textures of soil, the warmth of **sunbaked clay**, and the **depth of autumn leaves**.









Sustained Grey: The Neutral of Tomorrow

Application & Versatility:

Sustained Grey's desaturated tone resonates with the growing importance of neutral shades in sustainable design narratives, especially those centered around circularity and recycling. It's not just a color, but a design strategy. Within homes, it seamlessly blends into any space, softening interiors and infusing them with a serene calmness.

Design Recommendations:

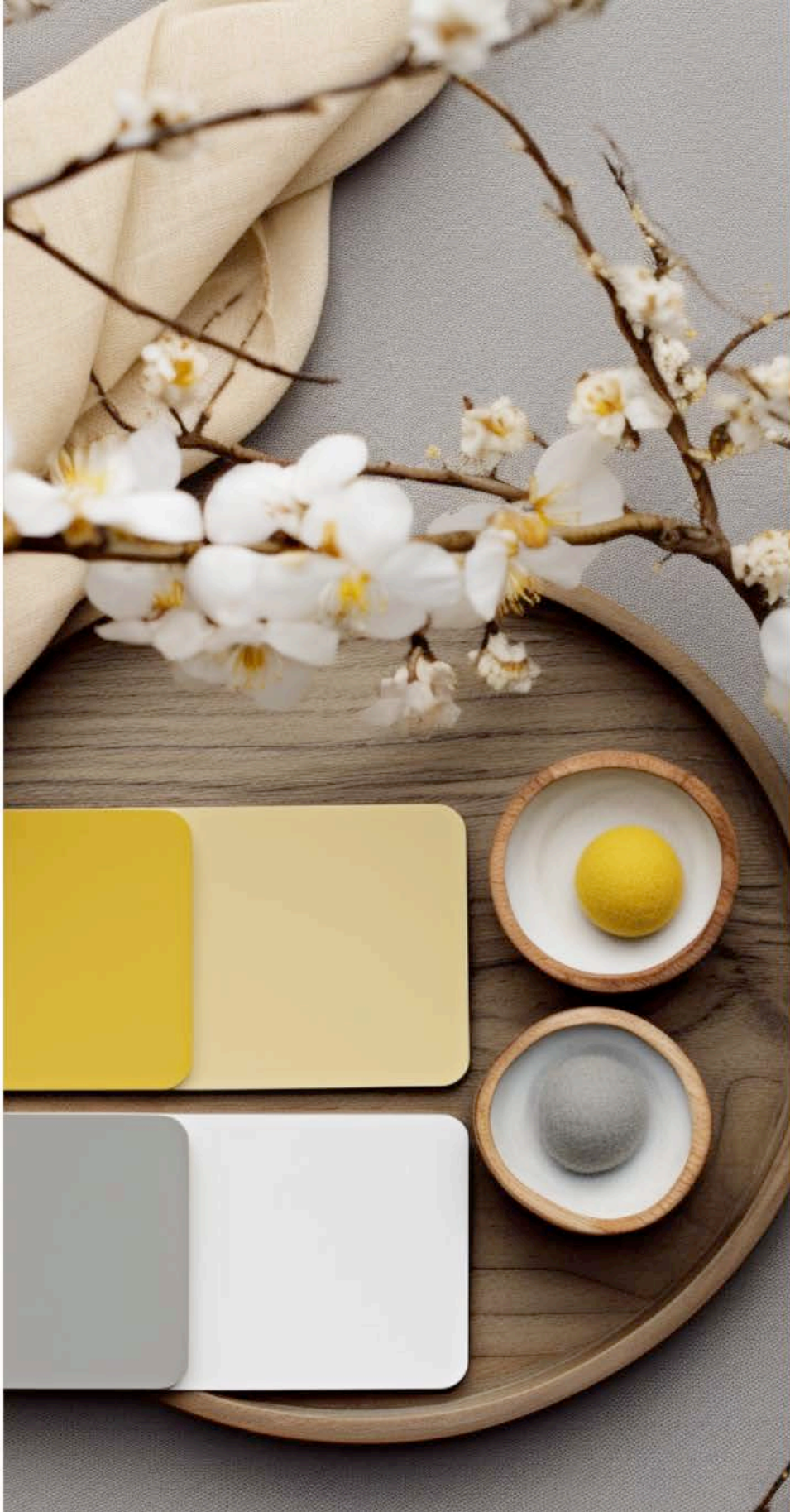
This versatile shade is a must-have for designers across the spectrum. Whether you're aiming for functionality or decorative flair, Sustained Grey is your go-to. Its subtle **yellow tint breathes life** into industrial metals, particularly when paired with brushed and matte finishes, elevating them to a new level of sophistication.











Panna Cotta: The Sun-Kissed Neutral for Interiors

Significance of the Shade:

Panna Cotta, an off-white leaning towards yellow, underscores the rise of tinted natural neutrals. It's not just a color but a luminous addition, treating light as a tangible element in interior design.

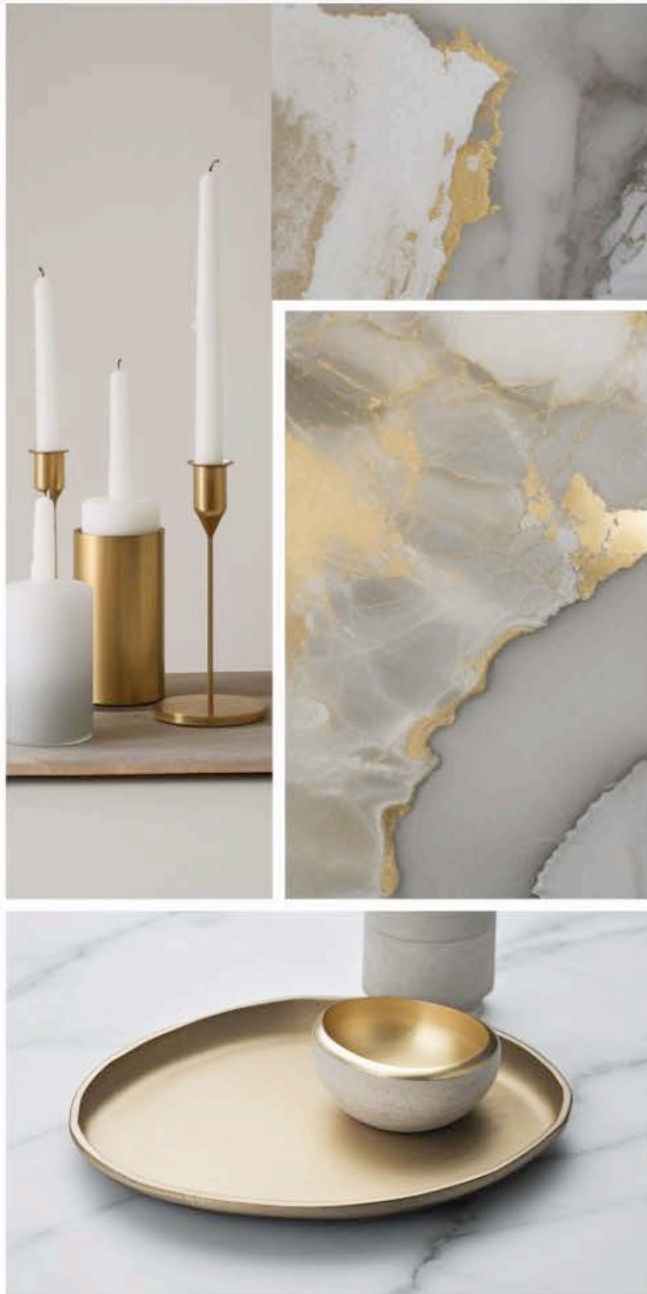
Application & Texture:

Its creamy texture shines in matte and peach-skin finishes, making it perfect for diverse applications, from plush furniture to elegant dinnerware and cozy rugs.

Versatility in Pairing:

A chameleon in design, **Panna Cotta brightens neutrals, harmonizes with pastels**, and creates intriguing contrasts with brights and darks. Paired with reflective metals, it hints at a futuristic vibe.









Midnight Plum: A Glimpse into the Universe & Metaverse

Significance of the Shade:

Midnight Plum, a profound dark purple, resonates with the intrigue of **space exploration and the digital realms** of the metaverse. It encapsulates the allure of the cosmos and caters to the growing consumer appetite for escapism.

Application & Texture:

Envision Midnight Plum as a festive **jewel tone**, perfect for lustrous velvets, plush knits, glossy ceramics, and shimmering fabrics. Its transformative finishes exude an otherworldly charm, making it a prime choice for futuristic designs.

Pairing & Versatility:

Incorporate it into digital palettes for a modern touch, and juxtapose with vibrant brights and cool metals for a captivating contrast. Beyond its cosmic appeal, Midnight Plum stands as a **gender-neutral purple and a sophisticated alternative to classic black**.









The Vibrancy of Apricot Crush

Introduced in A/W 23/24, Apricot Crush resonates with the rising emphasis on **holistic lifestyles that rejuvenate both body and mind.**

Application & Texture:

Apricot Crush, with its comforting aura, is perfect for plush textiles and sensory finishes, bridging the gap between the digital and tangible. Its **restorative radiance** brings warmth to interiors, whether through ambient lighting, paint, or carpets.

Versatility in Design:

Imagine its gentle glow as a glaze on ceramics or its pure **vibrancy** on bed and bath linens. Its delicate transparency is ideal for decorative stemware and ornaments, adding a touch of lightness and positivity to any space.







Cool Matcha: A Soothing Blend of Nature and Technology

Significance of the Shade:

In an era marked by heightened anxiety and stress, colors that offer **solace** become paramount. Cool Matcha, a serene **blend of vegetal green and mindful pastel**, provides therapeutic relief.

Application & Ambiance:

For interiors centered on wellness, Cool Matcha sets the tone, **radiating tranquility and complementing subtle pastel** themes. Its ethereal essence also finds a place in the digital realms of the metaverse, offering a soft, and at times, mysterious aesthetic.

Versatility in Design:

Envision Cool Matcha as a coating or pigment, perfect for moldable clay, matte velvets, foam-like textures, and airy sheers. Its calming hue brings a touch of serenity to any space or product.





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Key directions

Restorative focus: products that help reduce energy consumption become paramount, along with soothing wellness textiles

Commercial naturals: with the aim of preserving nature's resources, innovative, responsible, and kind materials are key: this includes certified fibres and non-toxic pigments

Biophilia-connected: irregular surfaces from nature inform cosy moss-like weaves and abstract rustic patterns

Key directions

Ultra marble: moiré, embroideries, and marble prints in dramatic tones create fresh notherworldly marble designs

Future craft: traditional craft methods are super-powered by technological advances, resulting in contemporary constructions

Nouveau nature: florals speak of enchanted Art Nouveau and folk tales, inspiring fantastical textiles and embellishments

Key directions

Reappraising the past: heritage architecture, brocades and patterns inspire decadent aesthetics with a modern edge

Ornate retro: #NewRetro trends evolve with jewel-tone pigments, ornate surface designs, and finishes that have a high-end look



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