



Decoding

Trend and Forecast

2024-25




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Education

1997

National Institute of Fashion technology
New Delhi, India

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)
and for Lectureship/Assistant Professor
in Indian universities

2002

Triveni Kala Sangam
New Delhi, India

Certificate Course of Photography

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





Why is this Essential for Us?

- emotions can be stirred by colour
- whoever controls colour, controls the world.
- It has been argued that 'when colour has a specific, predetermined function that acts to support the overall strategy, your marketing effort can do all you've designed it to do.'



Trend & Forecasting Agencies

- Methodologies: Consumer behavior studies, market analysis, etc.
- Data sources: Social media, industry events, influencer insights.
- Real-time analysis to understand evolving consumer needs.



Gearing Up for 2025:

The Future Consumer & Strategic Planning

Key Profiles

The Emotionals

Seeking Genuine Emotions in a Digital Age

The Emotionals 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 Emotionals

Product: Ethical Handwoven Throw Blankets

Design Strategy:

Materials: Use sustainable and ethically sourced materials.

Craftsmanship: Emphasize traditional weaving techniques, showcasing the artisans' stories.

Colors & Patterns: Earthy tones and patterns that resonate with nature and authenticity.

Packaging: Eco-friendly packaging with a personal note about the artisan's story.

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 Bed Linen Set

Design Strategy:

Materials: High-quality, long-lasting, and organic cotton.

Craftsmanship: Simple stitching with attention to detail, ensuring durability.

Colors & Patterns: Neutral colors with subtle patterns for a calm and serene bedroom atmosphere.

Packaging: Simplified, recyclable packaging with easy-to-follow care 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: Multi-functional Floor Cushions

Design Strategy:

Materials: Durable and comfortable materials that can withstand regular use.

Craftsmanship: Design cushions that can be used for meditation, reading, or casual seating.

Colors & Patterns: Timeless designs that can fit into various home décors over the years.

Packaging: Compact packaging with suggestions on different ways to use the product to maximize moments.

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: Smart Temperature-Regulating Bed Sheets

Design Strategy:

Materials: Incorporate smart fabrics that can adjust to body temperature, providing comfort throughout the seasons.

Craftsmanship: Seamless integration of technology without compromising on the softness and comfort of the sheets.

Colors & Patterns: Modern and sleek designs that appeal to tech-savvy consumers.

Packaging: Innovative packaging that highlights the tech features and benefits of the product.



Global Color Forecast :
A/W 2024-25



Insights

- As we approach 2025, consumers will be influenced by **wellbeing, creativity, the environment, and technology**.
- The concept of "**The Caring Economy**" emphasizes the importance of care for our wellbeing, communities, and economies. This will be reflected in **restorative shades and mindful pastels** that evoke a sense of calm and tranquillity.
- As consumers become more aware of **environmental issues**, caring for the planet will be as crucial as self-care. This will be reflected in colors that align with **sustainability**, such as **foundational mid-tones and neutrals**.



Insights

- "**The Everything Net**" will blur the lines between the **digital and physical worlds**. Colors that transition seamlessly between these realms will be key, with a focus on **hyper-bright shades** that stimulate creativity and imagination.
- The return of **tinted darks** will be inspired by space exploration, **metaverse travel**, underground subcultures, and the exploration of human emotions.



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

Consumer Trends & Sustainability:

In today's world, where **sustainability** is not just a choice but a lifestyle, Intense Rust resonates deeply. It's inspired by a conscious shift among consumers who are now valuing enduring quality over fleeting novelty. This color speaks to those who appreciate the charm of the **resale culture** and the allure of products that stand the test of time.

Authentic Luxury & Design:

Beyond its earthy appeal, Intense Rust embodies an authentic form of luxury. It's not about opulence but about a genuine, quiet elegance. In the realm of design, this hue signals a return to classics, to designs that have a timeless appeal and an enduring aesthetic.













Autumnal still life illustration featuring a lit candle, an open book, and various autumn leaves and berries. The scene is set on a piece of crumpled paper, surrounded by other autumn-themed objects like mugs, a wooden spoon, and a large leaf. The background includes several panels of botanical illustrations in warm tones.







Sustained Grey: The Neutral of Tomorrow

The Rise of Neutrals:

It's not just a color, but a testament to the growing emphasis on sustainable color choices that champion recyclability and the philosophy of 'just enough'.

Symbolism & Practicality:

More than just a hue, Sustained Grey stands as a beacon of practicality and reliability. It serves as a foundational color, grounding designs with its utilitarian charm.

Timelessness & Sustainability:

With its transseasonal allure, Sustained Grey is not a fleeting trend but a **timeless shade**. It encourages a balanced approach to design and a slower, more thoughtful consumption. Its enduring presence in our palettes, especially as a core color for interiors, speaks volumes about its lasting appeal.



Sustained Grey: The Neutral of Tomorrow

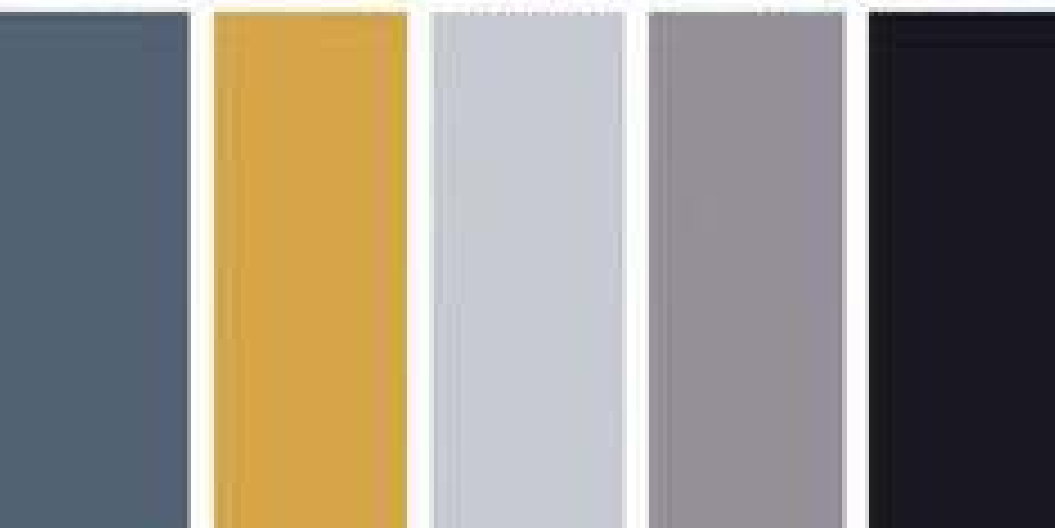
Application & Versatility:

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:

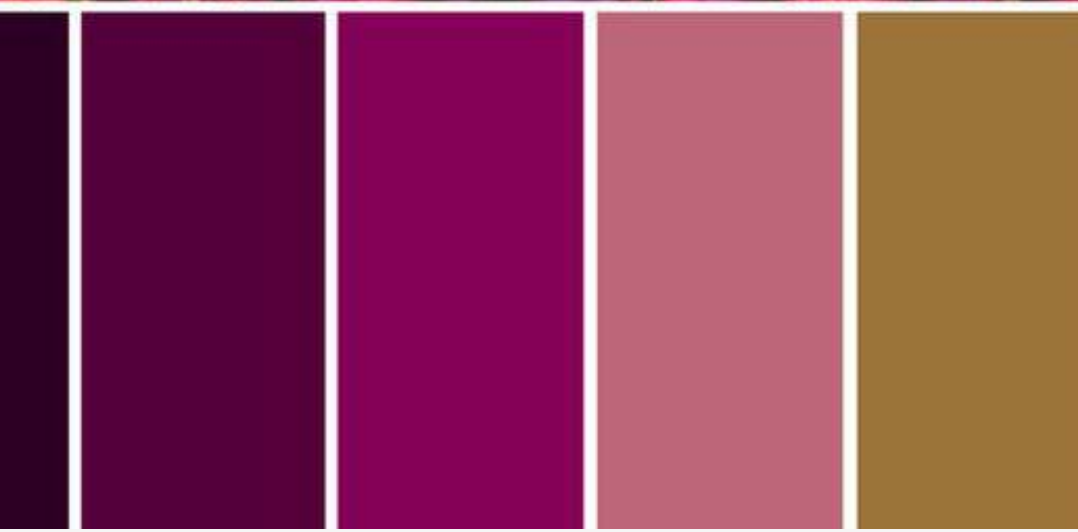
Envision Midnight Plum as a festive **jewel tone**, perfect for lustrous velvets, plush knits, glossy ceramics, and shimmering fabrics. Its transformative finishes exude an otherworldly charm, making it a prime choice for futuristic designs.

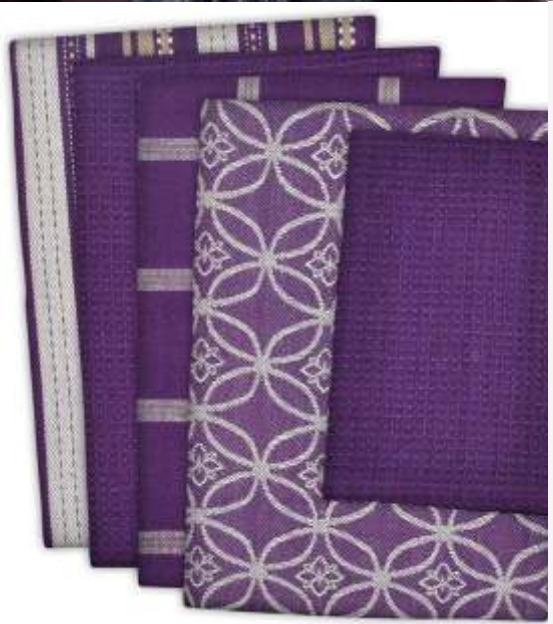
Pairing & Versatility:

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**.



SNOW WHITE'S SNACK
photo by sydney zentz

















The Vibrancy of Apricot Crush

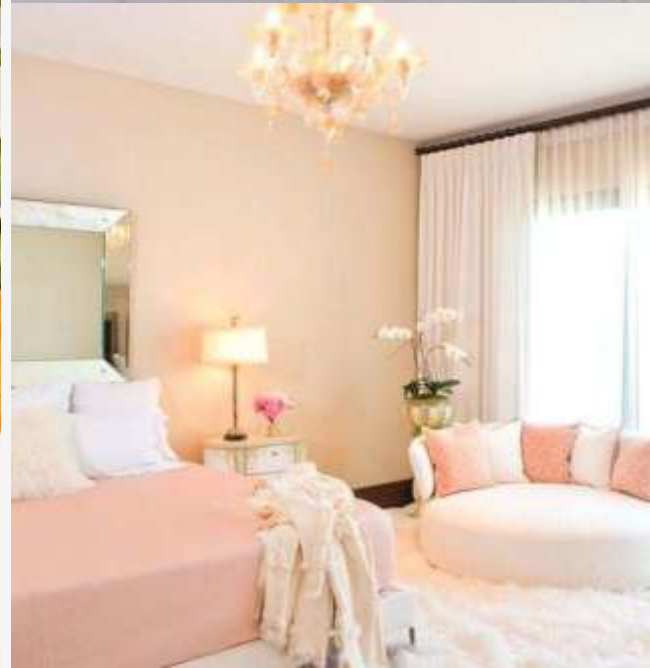
Introduced in A/W 23/24, Apricot Crush resonates with the rising emphasis on **holistic lifestyles that rejuvenate both body and mind.**

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.









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



Osborne & Little



Isola



Mary McCartney x Henzel Studio



Rubelli

Art Nouveau



Ultra Marble

Key directions

Layered craft: considered cut-pile techniques and layered intricacies inform artisanal open-weave designs

Rural revisited: drawing from Shaker principles, slow crafts come to the fore with checks and plaids in muted tones and quiet embroideries

For the love of leftovers: normalise working with fibre waste to generate new products, thus reducing the use of virgin materials

Repair and connect: in an effort to prolong the lifespan of homewares, mending techniques become an art form beyond being a necessity



Christopher Ferr Cloth



Thread the Word



Adrien Vescovi



Pierre Frey



@imogene.grey

Rural Revisited



Fresh Retro Love



Niki Jones



Wholecloth Studio



Viso Project



@catsonquilt



Remode Collective



Adam Pogue

Repair and Connect

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



World Menagerie



Hermès



Rubelli



@studioetthem

Ornate Retro



The Vampire's Wife



@miestange



Rankin Rugs



Warner House




Dedar



Ceraudo

Ribbons and Bows



From Forecast to Reality: Blueprint of Our Success

The transformative power of trend forecasting.

Design as the bridge: Linking vision with reality.

The roadmap to a brighter, more vibrant future.



Begg x Co



@sahco_official



Sue Parkinson



Studiopepe x Muuto



Amara



Gancedo



Pollack

Muted Rhythms



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