

The Factors of Indian Fashion Drifts

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Abstract: This study has been taken forward to evaluate the factors accountable for the drift in Indian fashion trends. Indian fashion is all around replicating fluctuations in political, social, and economic assisted with effective thinking and rationalities. Indian fashion business has a precise intelligent equilibrium amid traditional and contemporary facets of fashion .It is profoundly motivated by different socio cultural aspects, traditions, believes, ceremonials, festivals, lingos and lifestyles.

Key words – Fashion drifts, fashion forecasting, Indian Fashion Industry, Consumer behavior

1. OVERVIEW

Fashion is accepted by the consumers and influences their behavior in many ways. It is one of the strongest drivers to influence and motivate their intention to buy and adopt new products. Fashion adoption is concerned with how consumers accept a prevailing style during a particular time. Either through advertisement and promotion of brands or through endorsement of celebrities, companies motivate consumers of different socioeconomic backgrounds to follow the new fashion trends and buy their products.

Fashion today is not just a mix of tastes with trend. It has actually become a blend of various cultures and creativity in trends. The definition of fashion was not the same a century ago in India. The influence of the western wear played a significant role in changing the fashion ideals. Firstly there emerged some sort of fusion trend with Indian and western clothing. The clothing trends which were apparently ‘feminine’ were preferred. Heavy authentic Indian jewelry was the choice of most women who could afford it. Indian women stuck to their traditional regional attires with a slight touch of modernity till the mid twentieth century. With the emergence of Indian Cinema, fashion reached new heights. Indian actresses become the inspiration source for women in terms of clothing, make up, jewelry etc. New styles of draping sarees and fresh salwar suit looks became trendy. Body hugging clothing came into fashion. Along with this change, the traditional clothing like Maharashtrian sari, ghagra, odhni, salwar Kameez, kurtas etc never became outdated. The shift in the choice of fabrics has always been a crucial part of these changing styles and trends.

To cope with the ever-changing world, the marketing segmentation and targeting techniques are rapidly evolving from traditional, static, demographic-based criteria towards dynamic, mood, lifestyle and psycho graphic influences. Fashion forecasting is the prediction of mood, behavior and buying habits of the consumer. It is no longer a question of identifying the customers by age, geography or income, but looking into how and why they buy, based on their mood, beliefs and the occasion.

2.1 The revival of ethnicity was also witnessed in these decades.

A wide variety of natural fibers are grown in various regions for textile production. In Jammu and Kashmir while people wear a phiran to keep themselves warm, in south Indian men wear a sarong like garment called the mundu. The saree is the quintessential drape for Indian women. Sarees are woven in silk, cotton and many other fibers. Kanjivaram, Mysore, Paithani, Pochampalli, Jamdani, Balucheri, Banarasi, Sambalpur.

Since the last few years, international fashion brands have started tapping the huge potential of the Indian fashion market. Companies like Nike and Reebok have made a mark through their retail store chains in shopping malls. Shows such as Lakme India Fashion Week and Wills Lifestyle India Fashion Week have provided a great platform to new designers to showcase their talent. In these two events, leading Indian fashion designers such as Manish Malhotra, Ritu Beri, Rohit Khosla and others charm the audience with their designs and introduce them to new trends in fashion for the upcoming season.

2.2 The west also influenced evolution of fashion in India.

Today, a teenager and an elderly can both be seen wearing a pair of denims. Designers returning after obtaining fashion degrees from abroad have brought a global perspective to the country's fashion circle. They have also helped to introduce Indian fashion to the west. Indian designer labels are increasingly becoming popular among the global audience. At this rate of growth, the Indian fashion market will be a force to reckon with, on par with the fashion world in Paris if not more (Meti, 2016).

2.3 India's propensity to consume is gaining an international audience and this is changing the competitive landscape.

Priyanka Todi handles the Advertising, Monitoring and Creative Department for Lux Industries Limited, a leader in Hosiery and Allied Products. In this capacity she has witnessed the Hosiery, Textile & Fashion Scenario in India and Abroad from Close Quarters. Tahiliani's label creates couture, occasion wear and ready-to-wear in a fusion of Indian craftsmanship and fine textiles with contemporary, international chic styles. Known for his bridal wear, he says light outfits that do not restrict movement, is a pivotal fashion trend.

As most bridal wear revolves around couture, there is no fun in heavy clothes which restrict movement and come in the way of the wedding celebrations. Hence, the shift to lighter outfits is a key trend. The designer is all set to showcase his collection titled 'Chashme Shahi' on the fourth day of the forthcoming Lakme Fashion Week Summer-Resort 2017, which commences on February 1 at Jio Garden here. Chashme Shahi (is like) a spring of freshness and lightness, of pared down finesse, restraint and elegant draping, spring flowers and delicate chikankari. As dressing in the day becomes more casual, the collections move more towards the evening – changes in lifestyle herald a change in fashion (Ians, 2017). The 'Chashme Shahi' line reveals clothes that transform into a breathtaking aria of fantasy and romance," he said, adding that the cool garments create an offering reminiscent of summer and all that it brings with it.

3.1 Colorful fashion trends of India.

With the end of the 20th century came the end of all hype which has created a more practical and pragmatic environment and has given a more stable picture of the fashion business.

In the 50s, 60s and 70s, the Indian fashion scenario wasn't exactly colorless. It was exciting, stylish and very graceful. There were no designers, models, star or fashion design labels that the country could show off. The value of a garment was judged by its style and fabric and not by who made it.

It was regarded as ever so chic and fashionable to approach any unfamiliar tailor, who could make a garment for a few rupees, providing the perfect fit, finish and style. The high society lady, who wore it, was proud for getting a good bargain and for giving her name to the end result.

In 60s, tight 'kurtas', 'churidars' and high coiffures were a trend among ladies. It was an era full of naughtiness and celebration in arts and music and cinema, manifested by liberation from restriction and acceptance of new types of materials such as plastic film and coated polyester fabric.

The 70s witnessed an increase in the export of traditional materials outside the country as well as within. Hence, international fashion arrived in India much before the MTV culture with the bold colors, flower prints and bell-bottoms. Synthetics turned trendy and the disco culture affected the fashion scenario.

It was in the early 80s when the first fashion store 'Ravissant' opened in Mumbai. At that time garments were retailed for a four-figure price tag. The '80s was the era of self-consciousness and American designers like Calvin Klein became popular. In India too, silhouettes became more masculine and the 'salwar kameez' was designed with shoulder pads.

With the evolution of designer stores in Mumbai, the elegant fashion design culture was a trend among Indians along with their heavy price tags. No doubt that a garment with a heavy price tag was at the bottom stage of fashion. But clients immediately transformed into the high fashion fold where they were convinced that that the word 'elegant fashion design culture' means, it had to have a higher price tag.

Garments were sold at unbelievable prices only because the designers had decided to get themselves noticed by making showy outfits and getting associated with the right shows, celebrities and events.

Later, fashion shows shifted to competitive events each attempting to out-do the other in theme, guest list and media coverage. For any newcomer, the fashion business was the number one professional art that time.

In the 90's, the last decade of the millennium, a move towards the drastic pairing down returned with ethnic wears (Today, ethnic wear market in India is accounted to Rs. 9000 crore). This led to the decline and the recession, the push to sell at any cost and keep staying in the limelight. With heavy cut throat competition and sound awareness of the client, the inevitable occurred. The price tags, which had once reached at a peak, began their downside journey.

At those times the downturn was not only being experienced in the price tags of the garments, but also in the business of fashion shows. More models, choreographers, make-up men, hairstylists and designers streamed down into their business.

The fun and party time in the Indian fashion scenario had not ended with this, but continued. It was a point, where it reached at a certain steady level and from there, in the beginning of the 21st century, with new designers and models and some sensible designing; the fashion hype accelerated its speed.

3.2 Psychotroical is an emerging trend.

Psychotropical is an emerging trend for 2017-2018 that is a subset of the psychedelic movement. Psychotropical fashions are defined by vibrant palettes, vivid tropical patterns and prints rendered by digital engineering, and warped visual cues borrowed from nature (like sunsets and tropical undergrowth). Psychotropical apparel, beauty, and accessories are denoted by a "hyper-real perception of nature", underscored by bright synthetic colorways.

Futuristic fashion for 2017 is being described by trend analysts as "post-human", which is inspired by artificial intelligence and illustrated by tech-driven design and a new generation of technical materials that are made from robust threads and metallic filaments. Properties of post-human apparel are: ultra-light, highly breathable, protective, and thermo regulating (capable of regulating your body's temperature), while futuristic fashion is defined by other worldly aspects like embossed textures, bespoke fabrics, liquid or metallic finishes, and glowing LED lights inside of mesh materials.

3.2 Ethnic wears of India.

2019 is going to be an exciting year for ethnic wear fashion Slit kurtas, capes and asymmetric hemlines will make a flattering trend in 2019.

Extended slits are all set to make ethnic wear newer and modern. Adding to this, chic designs merged with the bold slits are taking fashion one step further. Slit kurta is a bold choice for women and is the right combination of modern, edgy, regal and traditional fashion. Slit kurtis incorporating geometric patterns are much in vogue. You can give these a contemporary twist by teaming them up with bottoms such as trousers, a pair of jeans palazzos and even with churidars and leggings.

Capes were a big hit in 2016. While some were sewn into crop-top cholis, others were used as covers up for bikinis. The spring summer '17 collections of designers Masaba Gupta, Pria Kataria Puri, Mandira Wirk, and duo Pankaj and Nidhi saw a heavy influence of this style. Capes would be in demand this yera also as designers are giving new style too them.

Capes are now making its way in Indian ethnic fashion. Easy to wear, capes can be embraced by every body type. Opt for a simple kurti and a fancy cape to clad in an uber cool Indo-ethnic look. Nothing screams power-dressing like capes, and it's a trend we want to stay forever. Capes were a huge trend on the runways, not only did we see capes with modern silhouettes; we also saw them on Indian wear.

Asymmetric patterns with distinctive cuts have recently become a personal favorite of designers with more and more up-and-coming artists embracing this style in their new collections. You can team asymmetric kurtis with Patiala, leggings and palazzos for some trendy style.

3.3 Innovations in salwar kameez.

Pant style salwar kameez is another thing in fashioned salwar kameez India. A long kameez is an immaculate decision for pant style salwar. This is extremely pleasant clothing, you can wear this in office and can likewise use as every day wear. Everybody realizes that in past dhoti used to be an unavoidable outfit in men's storage rooms in India. But today, a salwar kameez has been presented which is affected by a similar dhoti which was made just for men. Presently this is immediately adapted by ladies in India. Even the new pattern is also making a wave that is a palazzo style salwar which is coordinated with a salwar to give an Indo-western look.

3.4 Sari-touch.

Hues are constantly critical thing for saris. Right now a multi-shaded sari is the most recent pattern. This is an extremely decent decision for office wear and easygoing events. A double-colour sari is one of the top patterns in saris. This is additionally accessible in two textures. This can be a great decision for a formal night party. Lace saris will also be in demand. Now, the entire sari made of trim texture is accessible in market. This is an exquisite decision for exceptional capacity like weddings and celebrations.

3.5 Styles in kurtis

High-low kurti is an extremely unique sort of kurti that gives a present-day look. You can wear it at many spots like school, events, office and wedding as well. Teenagers are crazy about them. If you need to look more in vogue then you can purchase a kurti having a coat over it. This is much of the time embraced by Bollywood courageous women. Kurti shirt style is a total new test in kurtis. It gives an immaculate Indo-western look. Leggings, pants and tribal jeans are extremely decent decision to combine this kind of kurtis. These are a portion of the top patterns that are relied upon to happen in 2017. It is very conceivable that you will observe some of above patterns around you.

Kurtis with a high neck and collar add a formal touch to the attire. You can flaunt this gorgeous style at corporate meetings, conferences as well as at casual gatherings. If you desire for unconventional appeal you can try out high neck kurtis with retro prints, hardcore geometrical influences and rough edged silhouettes and make heads turn.

4.1 Tints and shades in trend

We saw a lot of designers sticking to pastel palettes, to minty cool colours. Right now the world is infatuated with pastels, so it comes as no surprise that this color was a favorite among many designers when it came to choosing their palettes. Cool pastel shades of blues and pinks stood out the most. From full-fledged metallic outfits to metallic accents on outfits, it is for sure that the metallic trend is here to stay. A bit on the edgy side, but the good kind this 2014 trend is making a comeback. Ivory is going to be favorite color among designers; and designers didn't shy away from displaying their unconventional take on the color. From handloom saris to sheer frocks, palazzo trousers, and gowns with sequin embroidery, the color will be part of the collections of designers. So, we are going to see lot of Ivory this year.

There's going to be a strong shift to wearing a mix of cold and warm colors together. There's also going to be an overdose of bright jewel tones. Brown, beige, olive green, yellow, bright tones of pink, green and burgundy, grey, red, orange, blue, purple, navy blue and black will be in trend.

4.2 Fabrics coming in trend

Fabrics play a crucial role to define trends in ethnic fashion. With extensive amalgamation of modern silhouettes with the traditional handloom, feminine designs along with light fabrics will be on trend this year. You can expect cotton, chiffon and silk with captivating patterns and playful prints.

There's going to be plenty of texture on fabrics. Expect to wear rich fabrics with gloss and sheen as well as materials with contrasting colored embroidery – yellow on red, red on grey, white on black, navy blue on white and orange on rust. Choose copper or silver over gold for traditional and ethnic clothing.

4.3 Introducing of Innovation in the industry

While attention is showered on the most exciting and extreme runway fashions, the mechanisms of fashion change work in the background to create patterns familiar to the most experienced fashion watchers. When an innovation arrives on the scene, individuals consider it for adoption. The cumulative effect of those decisions can be tracked in sales and visually on the street. In fashion terms, the innovation may be the invention of a new fiber or a new finish.

4.4 Out

Corsets had such a huge moment in 2016-2018 but by the beginning of 2019, it's expected to be out of the fashion scene. A huge change is coming in the fashion of denim industry too. Skinny jeans with stretch have reigned supreme for a long time but a shift toward contrast denim styles in vintage silhouettes will be seen. There's a fresher graphic interpretation of the sweet and romantic trends. The tulip flare has moved onto a sharper asymmetric hemline, the soft lingerie-dressing look has evolved into strong and powerful corsetry details, and the romantic and luxe velvets of the past are now modernized with an easy-to-wear attitude.

CONCLUSION

With the evolving fashion and style and the changing face of Indian retail, our consumers are gearing up for a rapid transformation. Their spending too has been on the rise. Most of the organized retail businesses have reported an increase in their sales and consequently higher profits.

The media plays an important role in the fashion boom. Various kinds of fashion magazines provide latest designs and styles in color photographs along with details of stuff used, measurements, price range, shades available and the places from where they can be used. TV programs give live telecast of major fashion shows conducted not only in India but also in all parts of the world. These programs provide a good look at the fashion world in all the seasons so that the people can make their own choices while shopping. The stars shown in flamboyant dresses make an indelible impression on the consumers. This accelerates the fashion industry and enables it to prepare to compete with the best in the world. Fashion has become such an important part of the present-day world that even in colleges there are frequent ramp shows for boys and girls.

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