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ANCHORS

FESTIVE WINTER 2026/27

The season's sentiment is shaped by a heightened spectrum of consumer emotion – from anxiety and fatigue to renewed purpose, connection, and ambition. In an age defined by flux, individuals and nations alike are **seeking anchors – tangible and intangible points of stability that restore balance and meaning**. People are turning to the past for sanctuary, to nature for equilibrium, to ancient tribes and mythology for wisdom, to technology for reinvention, and to cultural memory for roots; as ways to build resilience, deepen relationships, and rebel against the fatigue of algorithmic living.

The Anchor mindset signals a future built on interdependence rather than isolation - a self-sustained, culturally rooted, and emotionally intelligent world, where the search for what grounds us becomes the most modern act of all.



(C/humietue (edited using Gen AI))

Fashion reflects this emotional landscape through varying pegs of inspiration – from analogue pasts and industrial nostalgia to ritual romanticism to tribal synergies, cultural immersions, and inner grounding. The result is an aesthetic that channels both vulnerability and strength, transforming emotional turbulence into creative energy. In this search for what steadies us, **fashion becomes a medium for reconnection and self-assurance**, helping to forge new interdependent cultures grounded in empathy, purpose, and the quiet confidence of belonging.

Analogue /

A craving for tactility, simplicity, and slowness in a world of endless scroll; a return to the sensory and the handmade as anchors of authenticity.

Algorithms /

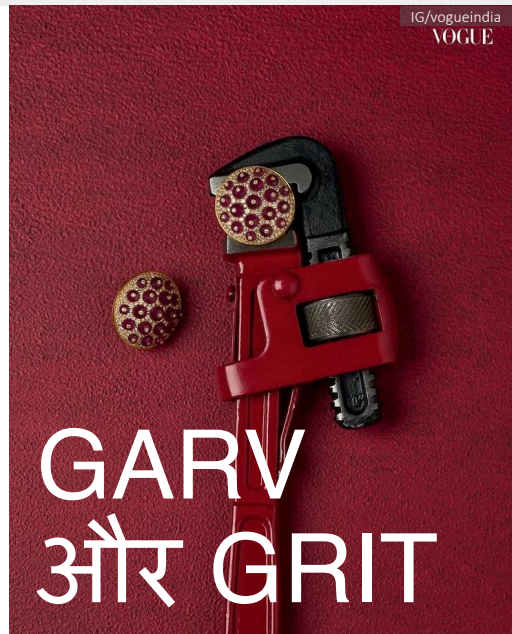
Explores the paradox of modern living - where consumers willingly submit to hyper-programmed routines in pursuit of perfection and longevity, yet rebel through intentional chaos and spontaneity. It reflects a generation oscillating between control and surrender.

Adaptive /

The pursuit of resilience through flexibility, where design, behaviour, and identity evolve fluidly to stay grounded amid constant change.

Alliances /

The building of alliances and cultural partnerships that democratize opportunity; fostering shared growth through collaboration, exchange, and collective empowerment.



India's trajectory through 2025-26 **underscores a nation in motion, with a survivalist attitude - balancing economic resilience, structural reform, and global influence.** The country continues to strengthen its position as one of the world's fastest-growing major economies, while pursuing policies that **advance self-reliance, digital transformation, and fiscal efficiency.** The government's focus on rationalizing taxes, expanding infrastructure, and skilling its workforce is steadily redefining India's role in the global order.

Forward-looking initiatives like defence indigenization, renewable energy capacity, and technology integration mark a shift from dependency to strategic autonomy. Simultaneously, discoveries in natural resources and financial reforms are bolstering both confidence and competitiveness. The outlook for the coming years is rooted in inclusivity, innovation, and regional collaboration - **with India emerging not just as an economic hub, but as a soft power leader shaping the future of trade, sustainability, and culture in the Global South.**

- GDP at 6.4%, fastest-growing major economy

- India earns BBB rating, gaining investor confidence

- US\$1 trillion digital economy by FY 2026

- BRICS trade in rupee - global currency influence

- 87% adoption rate in FinTech, highest in the world

- 20 tons of gold discovered in Odisha

- Population Census after 15 years for data-led governance

- GST Rationalization to boost domestic consumption

- *Reskilling programs shifting agro & manufacturing workers to digi-tech*
- *Service exports (IT, education, financial services) cushioning India from global goods trade slowdowns.*
- *Foreign investment inflows rising in financial services, telecom, and technology.*
- *Consumer spending on the rise, reflecting optimism and higher disposable income.*
- *Defence production at an all-time high, driving self-reliance*

THE EASTWARD DIPLOMATIC THAW

India's major connectivity projects under development on Europe-India-South-East-Asia route



- *Bilateral trade with ASEAN has reached \$122.67 Bn (2023-24)- 11% of India's global trade.*
- *Year 2025 has been designated the ASEAN-India Year of Tourism featuring youth summits & start-up festivals.*

India is steadily deepening its trade, cultural, and economic ties with the ASEAN nations, China, and Japan, signalling a strategic eastward focus. **With ASEAN, India is championing soft power diplomacy – strengthening cultural exchange, creative collaboration, and shared sustainability goals.** With China and Japan, the nation leverages its young demographic and growing consumer market to attract investment and technological partnerships that reinforce mutual growth. This convergence is redefining India's position as a bridge between South and East Asia, grounded in interdependence and innovation.

Fashion mirrors this shift through a fusion of Asian, urban, and Indian indigenous aesthetics. Designers draw from regional crafts, silhouettes, and material vocabularies – Japanese minimalism meets Indian drape, Indonesian motifs blend with local weaves, and Chinese symbolism is interpreted through contemporary surface work. The result is a new design language of cultural synergy – refined yet rooted, collaborative yet distinctly Indian; **embodying the spirit of a region moving forward together.**

INDONISM

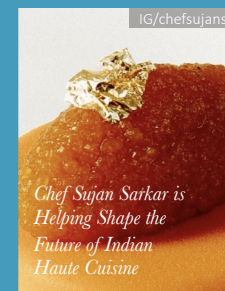
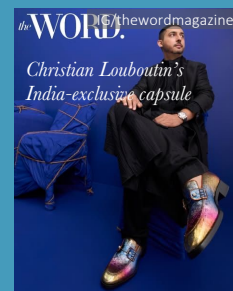
Indonism (derived from the word Japonism) celebrates what it means to be intrinsically Indian while embracing a progressive global influence. It is the fusion of heart and mind – our deep cultural roots balanced with an independent, forward-looking spirit. As world citizens with historic depth and future potential, the sentiment reflects India's innate diversity – a nation of countless identities, where cultural fusion has always been part of the collective DNA. It represents a mindset that values craftsmanship and tradition yet thrives on innovation and global dialogue.

Observed in food, fashion, beauty and travel this sentiment is only growing stronger and is something that will soon be etched into cultural history books.

For brands, **Indonism means understanding the aspirations of "the worldly Indian"**, adopting historic practices to bring soul into modern existence, and juxtaposing the past, present, and future in a way that feels both grounded and boundless.



web/Satya Paul





IG/jonaspeterson_ai



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IG/thewordmagazine

BREAKING THE ALGO.

Intentional Chaos.

Consumers are quietly rebelling against the algorithmic order of modern life - a world where everything feels curated, homogenized, and "proper." This slow revolt manifests as a desire to reclaim individuality, spontaneity, and imperfection, rejecting the sterilized aesthetic of endless optimization.

The movement first surfaces in interiors and spatial design through ideas like chaos gardening, wabi-sabi furniture placements, and intentional spatial disruptions that interrupt premeditated flow. Nature, too, is being redefined, viewed through an inclusive, unfiltered lens that embraces the awkward, the irregular, and the raw. Defying centuries of conditioning around 'beauty in nature', trypophobic textures, freckled patterns, and organic distortions once considered unsettling are now celebrated as authentic.

In product and material design, this takes shape through intentional warping, uneven surfaces, and asymmetry - forms that resist algorithmic perfection. The aesthetic is emotional, tactile, and human - a reminder that beauty doesn't come from control, but from allowing the world to be imperfectly alive.

MINDFULLY MUNDANE

Eat. Sleep. Play. Read.



In an age of overstimulation and digital fatigue, consumers are seeking escapes that allow them to simply live again – to sleep deeply, eat well, play freely, cry unconsciously and read without distraction. Travel has evolved from exploration to intentional retreat, with people booking getaways not for adventure, but for rest. Spaces designed to disconnect from screens and reconnect with the self. Wholesome meals, analogue play, and the tactile pleasure of turning the pages of a book have become conscious luxuries. What was once an everyday routine – sleep, food, laughter, reading – is now treated as measured self-investment, a deliberate act of preservation and nourishment in a hyper-digital world.

Fashion responds with lounge-led silhouettes, organic bio-care materials that nourish the skin, and slub textures celebrating tactility, comfort, and mindful sensuality.



Fact : The global board game market is projected to reach ~\$15.9 Bn in 2025, growing at a CAGR of 11.4%!



TAKING THE HIGH GROUND

Reconnecting Through the Himalayas.

The Himalayan region has witnessed a sharp uptake in consumer curiosity, driven by a renewed fascination with wellness, adventure, and cultural exploration. As travellers seek experiences that combine spirituality, nature, and authenticity, the Himalayas have become a symbol of both escape and discovery, a frontier and a mirror - reflecting consumer's search for meaning, resilience, and reconnection.

This rise reflects not only the allure of its landscapes but also the growing global appreciation of the region's tribal and cultural confluence, where multiple belief systems coexist seamlessly - a reminder that India's identity has always been globally influenced and intrinsically plural.

This Himalayan awakening drives a turn toward craft-driven authenticity and elemental design in apparel. Draped silhouettes, woven textures, and natural fibres mirror the region's rugged spirituality, while tribal motifs, protective wraps, and weather-worn finishes evoke the balance between endurance and serenity - translating the spirit of exploration into wearable storytelling.



This spirited energy adapts into wild prints, tactile surfaces, and sculptural silhouettes for Fashion. Feather trims, fur-like textures, beetle-shell iridescence, and serpentine embroidery evoke the same sense of eccentric nature-meets-art fantasy. From couture to streetwear, designers are embracing animal motifs and surreal proportions, celebrating a world where instinct is creativity's greatest muse - untamed, expressive, and joyfully imperfect.



Men's restroom at Club Jolies, Mumbai

NATURE IS WHIMSICAL

The trend draws from the zoological world, where animals inspire both interiors and fashion through imagination, emotion, and play. In homes, realistic animal craft sculptures - papier-mâché flamingos, ceramic tigers, metallic beetles, are reimagined in abstract and surreal forms, turning living spaces into dreamlike habitats of art and curiosity. This fascination with animal symbolism - strength, instinct, freedom - reflects a desire to reconnect with the primal and the poetic.

IG/vaishalisstudio

GAME FACE ON!

From Participation to Powerhouse

Sport in India is emerging as a national priority, driven by coordinated public and private sector initiatives aimed at building infrastructure, nurturing talent, and positioning India as a global sporting hub.

Seen as a catalyst for growth and unity, sport is fostering community pride, economic opportunity, and cultural cohesion; and creating for the first time a localized fandom that spans from district-level competitions to national and international arenas. From grassroots tournaments to Olympic aspirations, India's expanding sporting ecosystem reflects a nation discovering its collective strength through play and performance.



Fashion mirrors the momentum by exploring active-inspired silhouettes, modular layering, and ergonomic tailoring that merge performance with everyday wear. Regional fandom fuels localized color stories, mascots, and motifs, turning community pride into wearable identity. Technical fabrics, jerseys, and athleisure codes evolve into elevated streetwear – sleek, functional, and proudly Indian. The aesthetic celebrates as a shared expression of energy and belonging.



IG/pumaindia



IG/delhihalfmarathon



IG/pumaindia



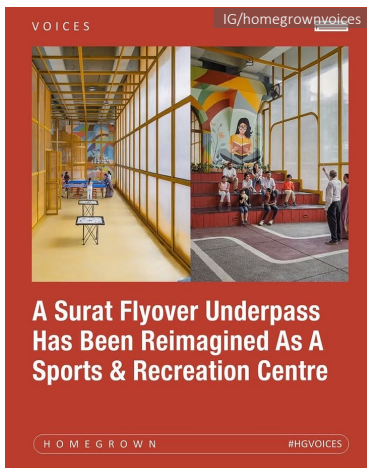
Web/The Hindu



web/autocarindia



IG/nike



VOICES

IG/homegrowvoices

**A Surat Flyover Underpass
Has Been Reimagined As A
Sports & Recreation Centre**

HOME GROWN

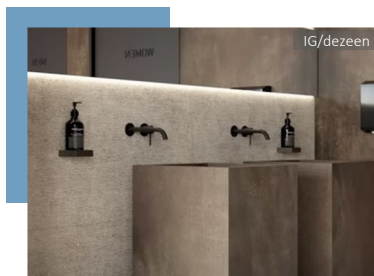
#HGVOICES

KEY FACTS & HIGHLIGHTS

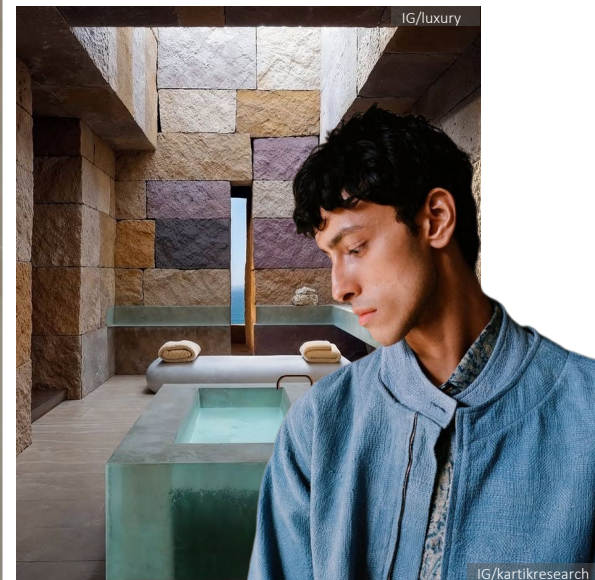
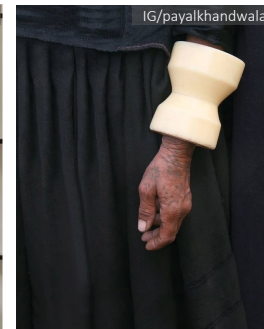
- Khelo India Program – Over 3,000 athletes supported across 21 disciplines; aims to build a sporting culture from grassroots to elite levels.
- Fit India Movement – Encourages nationwide fitness and sports participation across schools, institutions, and workplaces.
- Khelo India Winter Games (KIWG) – are the national level interdisciplinary winter games of India which include skiing, snow rugby, snow baseball, mountaineering, ice hockey, figure skating, etc.
- Navi Mumbai is set to host a new 3.753 km, FIA-certified street circuit for the Indian Racing Festival finale in December 2025
- Expansion of professional leagues:
 - Indian Premier League (IPL) – Valued over \$10 billion; model for sports commercialization.
 - Indian Super League (ISL) – Boosted football infrastructure and talent scouting.
 - Pro Kabaddi League – Revived indigenous sport viewership, reaching 500 million+ audiences.
- For 2026, Odisha's leading the movement with investments in sports driven by a five-year plan worth ₹4,124 crore, which is underway until 2029.
- Economic Contribution – Sports sector contributes ~0.5% to India's GDP, growing at 8–10% annually.

PRIMITIVE MINIMALISM

Primitive Minimalism embraces the raw and elemental – a design language that feels almost Palaeolithic in spirit. It celebrates uncut stone, coarse plaster, and unfinished wood, revealing the integrity of materials in their most natural state. Interiors appear sculpted rather than built, evoking the timelessness of cave dwellings and ancient landscapes.



Fashion mirrors the aesthetic, rejecting polished surfaces and ornamentation in favour of rough textures, weathered surfaces, and hand-hewn imperfection. This return to primal simplicity reflects a deeper human desire for grounding – spaces and objects that feel enduring, tactile, and profoundly connected to earth's origins.



FUNCTIONAL FOR FEELS

Art of Intentional Design.

Functional design goes beyond utility - it's design that intentionally evokes and regulates human emotion. Spaces and objects are created to serve a singular psychological purpose: a room designed to inspire curiosity, a chair sculpted to ease anxiousness or lighting that nurtures calm. **Every aesthetic choice is purposeful, balancing empathy with engineering.** Fashion translates this philosophy into urban utilitarianism, combining protective, performance-driven design with emotional comfort. Garments become adaptive tools – weather-shielding yet soft, structured yet reassuring – addressing both the physical and emotional needs of modern life through design that functions, feels, and protects.



web/tagwalk/thenorthface

IG/archdigestindia

IG/thenodmag

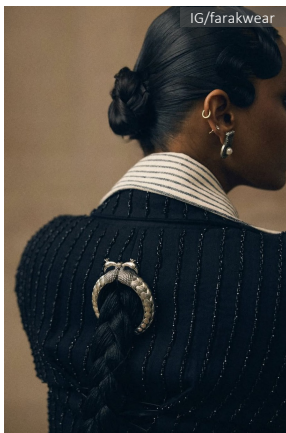
IG/tan.hegde

IG/hbxarchives

IG/hypebeast



IG/archdigestindia



IG/farakwear

In Jaipur, a 300-year-old haveli reopens as a hotel

First a lapidary, then a family home, and now a gem of a boutique stay, Padmaa Jaipur brings in the best of the Pink City



IG/archdigestindia



IG/jodhpurartweek

A new generation of consumers and luxurians is developing what can be called an Heirloom Fetish – a growing fascination with heritage, restoration, and permanence. In an era obsessed with the new, young consumers are turning toward the preciousness of the old – family heirlooms, ancestral furniture, handcrafted jewellery, and vintage textiles are being intentionally preserved, repaired, and restyled. This isn't nostalgia, but an act of resistance against disposability – a way to anchor meaning and value in a fast-changing world. The emotional allure lies in continuity: the idea of wearing what carries memory.

Brands embrace upcycled couture, hand embroidery, and artisanal repair techniques, treating wear and patina as marks of authenticity. The aesthetic is slow, sentimental, and storied.

IG/vogueindia

VOGUE



IG/jonaspeterson_ai

PRANA TO PROGRAM

Finding the Bio-Balance.

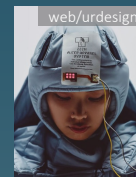


The sentiment captures the **paradox of modern wellness** – a world oscillating between **spiritual awakening and biological optimization**. As biohacking, botox, and botulism centers multiply, “biological fixes” have become the new rituals of self-improvement. Every supplement, injection, and sleep cycle is tracked, timed, and optimized – a pursuit of perfect beauty and controlled vitality that begs the question: who defined perfection, and at what cost? This hyper-conscious living, from magnesium doses to heart-rate tracking, runs to a programmed clock where health feels increasingly engineered.

Yet, amid this digital precision, consumers are circling back to faith, energy healing, and spiritual therapies – seeking balance, not mastery. Between algorithmic wellness and soulful surrender, **the sentiment reflects a generation striving to reconcile the measurable with the meaningful, blending science with spirit** to rediscover a more human kind of equilibrium.

Fact : Wellness tourism in India grows at a CAGR of 6.4% expecting to reach \$29.8 Bn by 2031 – verifiedmarketresearch.com

The faith economy contributes to INR2.4 Lakh core/ year to India’s GDP



Garments become tools for this equilibrium – part wellness device, part spiritual armour. Silhouettes merge draped, meditative forms with structured, tech-informed tailoring. Materials reflect this duality: biotech fabrics, anti-bacterial finishes, and temperature-regulating textiles coexist with natural fibres, translucent layers, and chakra-inspired palettes. Accessories echo modern talismans, fusing ritual symbolism with futuristic design. The result is fashion as functional spirituality – protective, minimal, and purpose-driven.

OF GODS & GAMERS

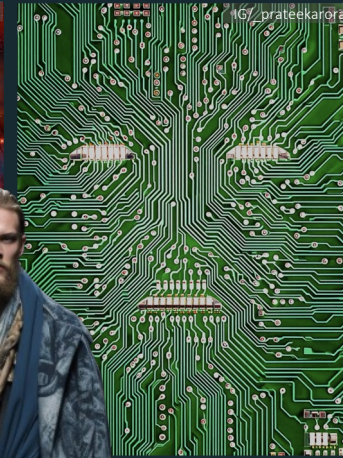
IG/jahnvibansal

The renewed fascination with Hindu and tribal mythology continued to be seen across AI, gaming, comics, and tourism reflects a generation reclaiming ancient narratives through digital and creative reinvention. Young audiences are drawn to the power, symbolism, and fantasy of mythic worlds, merging folklore with futurism.

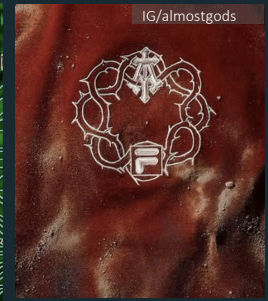
Fashion channels this through modern epics in design: metallic drapes and armoured silhouettes echo divine warriors, while prints reference cosmic geometry, avatars, and ancient iconography rendered in digital textures. The aesthetic fuses heritage with hyper-modernity, celebrating cultural identity through imagination. In this new "Mythverse," the gods return not to temples, but to screens, streets, and runways – reborn as emblems of contemporary power.



IG/imaxindia



IG/prateekarora



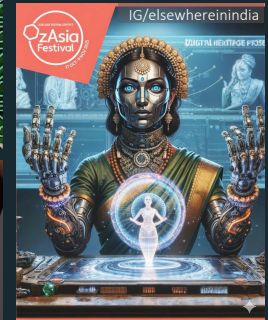
IG/almostgods

IG/ambre.ai



web/Pinterest

IG/misho_designs



Indo-futurist artist and gaming duo Thiruda and Murthovic of Elsewhere In India have taken over London's favourite performance gallery with a multi-sensory, interactive piece 'Resonance Continuum' - which imagines what India will be like in the year 2079. It features a "cultural cyborg" who uses dance and music to tell stories.



IG/klay

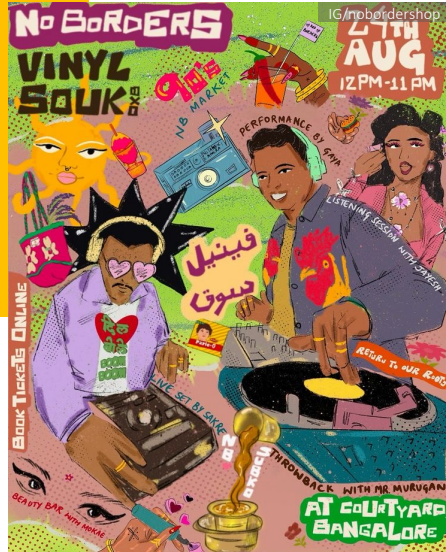
GULLY, ADDA & POPI

IG/norblacknorwhite



India is thriving in a wave of indigenous pop culture, where **everyday visuals and colloquial energy have become emblems of pride**. From matchbox graphics, hand-painted signage, truck art, and kitschy film posters to the unapologetic flair of Indi-sleaze aesthetics, the country's cultural language is being reimaged as street-level sophistication. Local music fusions, dialect-rich conversations, and regional slang are taking over Gen AI art and digital spaces, shaping a new creative identity **that's proudly chaotic and unmistakably Indian**.

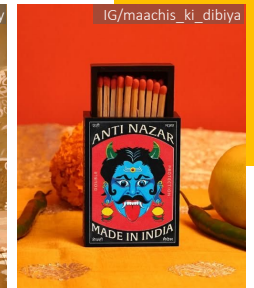
Fashion mirrors this movement through maximalist layering, clashing prints, neon nostalgia, and vernacular motifs. Designers and youth labels **celebrate "India-on-the-streets" energy** – embracing sticker-like typography, recycled embellishments, and graphic storytelling drawn from local iconography. The aesthetic is bold, witty, and culturally self-aware. It's not about Western imitation anymore – **it's about owning our quirks, our chaos, and our color, proving that desi is not derivative but decisively cool**.



IG/nobordershop



IG/curatedculturesociety



IG/maachis_ki_dibiya

SECOND SKINS

IG/glamoph

IG/crclstudio

The sustainability conversation has evolved from recycling to regeneration – shifting focus from textile waste to waste as a whole ecosystem. Innovations are emerging from unexpected sources: plastic, fruit peels, mycelium, and agricultural by-products are being re-engineered into new-age materials like Polybion® (bacterial cellulose), Banantex® (banana fiber) or Weganool (made from calotropis plant fibers). Along with new production processes including industrial dyeing like Newera Bio® (investigating microbial dyes) that drastically reduce water, energy, and chemical use. This marks a move from mere circularity to bio-intelligence, where material creation gives back more than it takes.

web/googleimages

Crucially, these regenerative textiles are being blended with natural fibres such as wool, silk waste, or recycled polyester, Econyl® (recycled nylon), achieving not just sustainability but improved tactility, durability, and versatility. The result is a new generation of fabrics that feel luxurious yet live responsible. Fashion's material future is no longer just about reuse, but about renewal and rebirth.

web/banantex

Banantex®

web/polybion

Polybion®

web/cad_micro

THIS IS
3D PRINTED
TITANIUM

TRAVEL TO UNRAVEL



DESTINATION DINING

Curated culinary experiences dominate travel itineraries where food, place, and identity converge. Consumers dress for the moment seeking elevated resort wear, tactile materials, and expressive ensembles that mirror the indulgent, sensory allure of such escapes.

ZERO ITINERARIES



Zero-itinerary travel reflects a shift toward spontaneity and emotional freedom – journeys without rigid plans. Travelers seek unstructured discovery, slow rhythms, and self-guided exploration, embracing unpredictability as the new luxury in an over-scheduled world.



SLEEP TOURISM

Sleep tourism is redefining luxury through rest and restoration, inspiring a wave of pampered loungewear that blends wellness with indulgence – tactile silks, cloud-like knits, and cocooned silhouettes where fashion meets comfort in its most rejuvenating form.

PRODUCTIVE VACATIONS



Productive vacations, hobbydays, and creative residencies reflect a growing desire for tactile fulfilment and self-expression, where skilling, making, and craft engagement replace passive leisure – reviving appreciation for artistry, mindfulness, and the joy of creating by hand.



SPIRITUAL TOURISM

Spiritual tourism is shifting from wellness retreats to religious explorations and pilgrimages, as travelers seek reconnection through faith, ritual, and collective experience - journeys that ground the self in tradition, belief, and a deeper sense of belonging.

Methodology

The trends are derived from deep insighting of all the fashion sources that impact the consumer directly or indirectly – market shifts, runway, influential designers, celebrities, bloggers, brands, independent labels and editorials backed by research of popular styles across top retailers.

- ✓ Self conducted CONSUMER ETHNOGRAPHIC RESEARCH
- ✓ Curation of SECONDARY MARKET DATA
- ✓ Analysis of GLOBAL AND INDIAN RUNWAY
- ✓ Analysis of SOCIAL MEDIA POSTS to understand the trend affinity of Consumers in India:
 - Influential designers and labels
 - Celebrity/ fashion influencers
 - Movies, magazine covers, tv-shows
 - Lifestyle blogs
 - Political and cultural events
- ✓ Continuous tracking of top retailers

Analysis period : Feb – Oct 2025

Presentation

An exhaustive report that covers consumer sentiments, inspirations, macro themes, colour trends, pattern trends with visual references including editable artworks, and detail and silhouette trends with style sketches to support. The trend boards are designed to be easily communicative of the idea, hence making it more democratic in its reach and connect.

No trending attribute is represented in isolation. Meaning, every trend exists as a combination of colour, colour contrasts, print, material and silhouette. Hence, every trend board is created to serve as a guide to the precise manner a trend is expected to dominate, empowering the customer to make the right decisions.

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