# India's First Fashion Forecasting Initiative 'VisioNxt'

(Ministry of Textile)

18th September, 2024

**VisioNxt is a Fashion Forecasting Initiative of the National Institute of Fashion Technology (NIFT).** It aims to foster healthy global competition and elevate Indian culture and design to new heights globally. The fashion industry will benefit from the Artificial Intelligence (AI) and Emotional Intelligence (EI)- based trend insights offered by VisioNxt.



Its mission is to identify, map, and analyse geo-specific trends, reflecting India's positive plurality, cultural diversity, and socio-economic nuances while collating comprehensive trends and insights.

## Launch of VisioNxt Fashion Forecasting Initiative

Union Minister of Textiles Shri Giriraj Singh launched VisioNxt, a bilingual web portal, and India-specific Fashion Trend Book Paridhi 24x25 on September 5, 2024.

## Collaboration between Ministry of Textile and NIFT

VisioNxt—a Trend Insights and Forecasting Initiative—was conceived and established **at NIFT Delhi (Creative Lab) and NIFT Chennai (Insights Lab) with the support of the** Ministry of Textiles, Government of India, in 2018. The initiative, now centralised in Chennai, focuses on delivering trend insights and forecasting for the Indian fashion and retail market**. It also offers various trend related consultancy services, academic courses, workshops etc.**



## Objective of VisioNxt

- VisioNxt initiative will foster healthy global competition and elevate Indian culture and design to new heights globally.
- India's entry into the forecasting space offers multiple advantages: it reduces dependence on global forecasting agencies, provides unique insights into Indian fashion consumers, integrates India's strength in information technology with textiles, and combines artificial and human intelligence.
- Content in Hindi and English is available through the VisioNxt portal (www.visionxt.in) to support weavers, manufacturers, retailers, domestic businesses, homegrown designers, and fashion brands.
- The initiative empowers users to design, produce, and launch consumer-focused, targeted collections for this diverse nation. 'Paridhi will mark the launch of VisioNxt's first inclusive fashion trend forecast and a web portal to disseminate India-specific fashion trends.
- VisioNxt positions India globally among countries that predict fashion trends, increasing the visibility of Indian fashion vocabulary and identity while reducing dependence on international trend agencies**.**

Gender: Female

Strap Neckline
Thread Embroidery

Cropped Hem

Occassion:
Casual/Street Wear

*Photographer:* Ayush Kumar. **Muse** : *Isha Hannah Joseph.* **Styling** : *Prachi Dhaka*

## VisioNxt Overview: Key Points

1. **Cultural Diversity and Fashion Insights**: VisioNxt focuses on India's vast cultural plurality, which includes 22 official languages, 121 languages, 270 mother tongues, and numerous tribes and religions. This diversity is a rich foundation for understanding fashion consumption and human expression, creating insights tailored to the Indian textile, fashion, and retail industries.

2. **Youth Demographic Impact**: With over 62% of its population in the working age group and more than 54% below 25 years old, India's young demographic significantly influences lifestyle and fashion trends. VisioNxt aims to map this emerging cohort's preferences to develop targeted industry strategies.

3. **Operational Framework**: VisioNxt operates from two main hubs—Chennai and New Delhi. The Insights Lab in Chennai gathers data, while the Creative Lab in Delhi translates these insights into innovative fashion trends, styles, and regional accents, ensuring a comprehensive approach to trend forecasting.

4. **Technology and Data Security**: The organisation employs a systematic human network across India, supported by the in-house developed VisioNxt app, which ensures data security and ethical accessibility. This infrastructure facilitates sharing and collaborating on real-time insights.

5. **Strategic Partnerships and Innovations**: Funded by the Ministry of Textiles, Government of India, and based at the National Institute of Fashion Technology (NIFT), VisioNxt leverages its extensive network of 18 campuses and a robust alumni base. The lab has developed 'Deep Vision,' an indigenous trend forecasting system that combines Artificial Intelligence (AI) and Emotional Intelligence (EI) to generate actionable insights for the fashion industry.

## VisioNxt 6 Pillars

The VisioNxt spotters are trained using a distinct training module called **"TrendOrb"**, which stands on 6 pillars of learning, namely - Scan, Capture, Map, Cluster, Analyse and Present, in that very order, respectively. This rigorous training process enables the trend spotters to see through a clutter of endless visual cues and submit novel observations and findings. The continuous dialogue in our private social network channels ensures that 'hype' is segregated from 'directions' and map 'shifts' not only in fashion but also in the cultural and psychological space we operate in. **Big data and "DeepVision" help to process this enormous amount of information on a daily basis into specific, ever-evolving dynamic trend clusters.**

## How VisioNxt Works

**VisioNxt employs a hybrid model to map emerging trends and forecasts using an advanced deep learning system called "DeepVision."** This model is built on a rich dataset comprising over 54,000 primary and 33,000 secondary images. Successfully tested, it features a pioneering Indian fashion-wear taxonomy curated in-house, encompassing more than 60 indigenous and 40 western product categories.

**The "DeepVision" model decodes patterns and interprets fashion trends in India by identifying specific product attributes—such as distinguishing between a Kurta and a Kurti,**

recognizing colors like red or yellow, and noting styles that are plain or striped, short or long. Utilizing convolutional neural network architecture at VisioNxt's Insights Lab, these insights are transformed into comprehensive reports with design and color recommendations.

As a groundbreaking AI deep learning model developed in-house, "DeepVision" accurately identifies over 60 categories of Indian wear and 40 categories of western wear, paving the way for machine learning applications—a first in India. The initiative also includes the creation of a detailed dataset featuring more than 70,000 primary apparel images and over 280,000 secondary images, allowing for the analysis of key apparel attributes such as style, color, and regional influences.

VisioNxt stands out as the only trend insights research lab in India to gather this extensive data through a network of over 800 trained trend spotters across 16 cities. These spotters capture not just the mood and spirit of everyday life but also emerging product details and DIY trends via a unique ethical image collection platform.
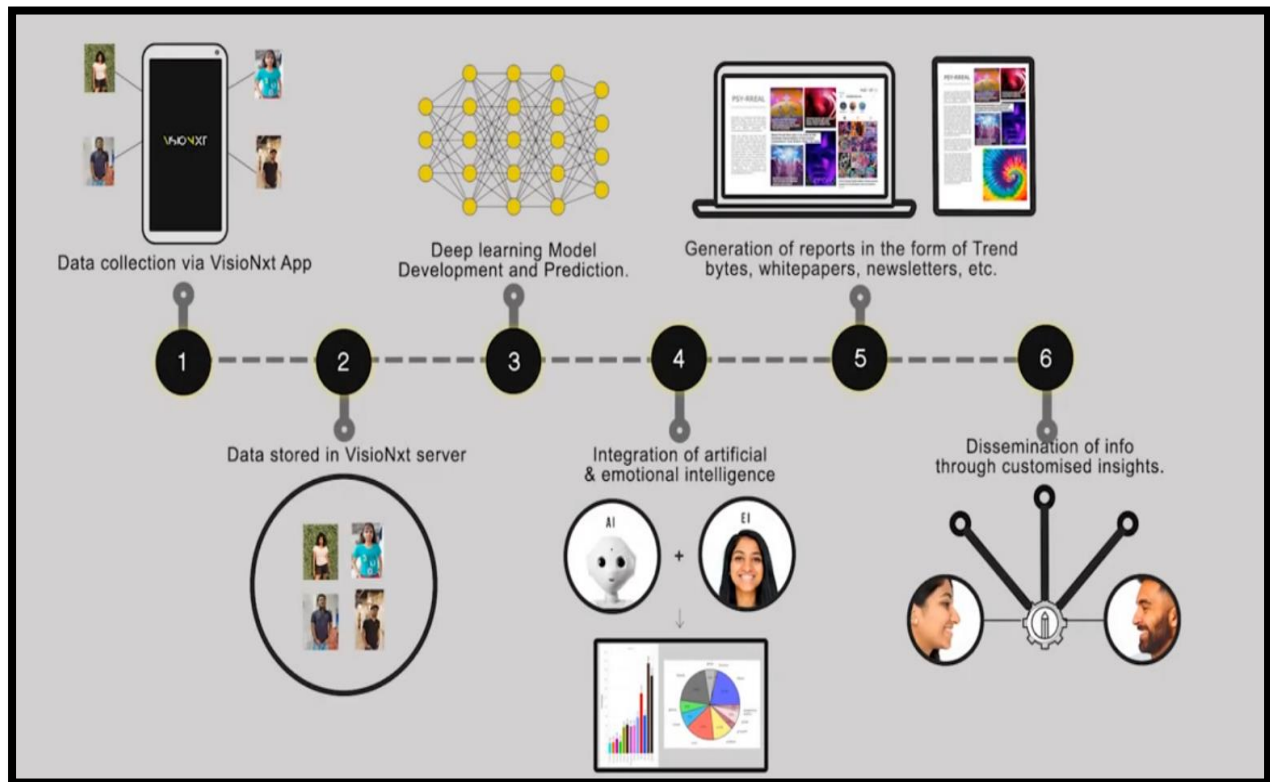


## Trend Book - PARIDHI 24x25

**"PARIDHI" represents a groundbreaking milestone in India's fashion and cultural landscape, emerging as the country's first-ever trend book.** This publication is not just a compilation of trends; it offers a distinctive and profound perspective on the dynamic Indian cultural landscape and the evolving mindset of its people. It challenges traditional boundaries, both literal and metaphorical, encouraging readers and creators alike to introspect, explore, and transcend beyond conventional limits. **It invites its audience to explore the infinite possibilities that lie both within and beyond their current understanding of culture, fashion, and identity.** This exploration is

not just about physical or geographical boundaries but also about pushing the boundaries of thought, creativity, and expression.



## PARIDHI: Facilitating Weavers, Artisans and Craftspeople

**Designing from Inspiration**

- Examine the Images and Keywords given in the narrative. Identify the key visual elements from a foundational perspective. Analyse lines, considering their nature (straight, curvilinear, squiggly).
- Identify prominent shapes such as circles, squares, triangles, etc.
- Evaluate texture, discerning between rough or soft, sheer or opaque
- Explore the emotional tone conveyed and its calming or evocative nature
- Note the suggestive and prominent colours
- Translate a chosen keyword into a visual representation
- Pose questions like, What does (keyword) look like in the context of the craft?
- Apply Elements to the Crafts or Weaver

**References**

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