

---

**ABSTRACT**

Fashion is ever changing and revitalized from the soul of the designers. Trend is a collection of style that are seen on a large number of people. This paper envisions the ideas and collections around the globe including the domestic market. Upcoming style quotient is made from understanding the current popular styles. The full sleeve kameez when reaching a saturation declines to welcome the sleeveless styles into the future market. This paper encompasses of all the trends in both domestic and international market with regard to costumes and accessories. Home science, fashion designing, clothing and textile students might benefit from gaining knowledge about the current trends to frame their wardrobe in current style and also understand the basics for their future fashion designing carrier.

**Keywords:** trends, fashion, style, latest trend, fashion cycle, international trends, Indian fashion.

---

**I.****INTRODUCTION**

The fashion industry is ever changing. The forecasting process is done in Paris every year to analyse the current trends and patterns to create a monolog from which the future choices that are available for the people to select are launched. This is used by the designers and manufactures around the worlds as a focal point around which the processing is done. It is based on this we see a lot of pastel and light shades in celebrity wedding. This is because the colour of the year 2017 was coral shells. Similarly, the blood red shade was very popular the previous year and one can see deep red shades in lip shades, dresses, decorations for home textiles and hair ornamentation with red roses. The continuous changes in the fashion is the driving force that makes people feel interested to try something new. This paper discusses the top ten fashion trends are listed and explained below.

**Trendy motifs in Kanchevaram:** The ever-prospective silk sari weaving industry has now shifted to create light weight silks to increase the users ratio and targeting the adolescents too. In connection to this the trendy motif including clipart and graphic designs of Taj mahal, auto rickshaw, musical instruments, bull, cow, owl, animals like giraffe and deer, baby animals and pets are used to create new era motifs and make it more desirable to wear. Wearing contrast brocades blouses and use of new embellishments on the embroidery using imitation jewellery bits are on huge trend now.

**Patolas and Kalamkari:** Black is usually a less chosen colour among Indians. Kalamkaris which also have black are now marketed and found extremely popular among the population inclusive of kids wear, college goers, office workers and even weddings. Kalamkari in western wear is popular now. The cotton saris are sold online with the kalam blouse matched to the tones of the sari. Original patols and kalam fabrics along with imitation are found very popular among the population. The saris matched with grey toned German silver accessories make a perfect combination.

**Brocades:** The running material of the silk sari used for the blouse conventional is now skipped. Instead brocades of same shade or complete contrast is used. Black brocades are also path breaking and used well in fashion designing. Further stone or embellishment is given on the material to enrich its value.

**Block printing:** The traditional block printing is done by using block made from tress and carved using jewellery designers. The natural dye is used to create the imprint on the fabric. Indigo shades, unbleached white, traditional shades red, yellow orange are commonly seen in block printed textiles. Now the synthetic dyes have

replaced the natural dyes thus resulting in huge colour variation to imitate block print but made using machines to complete a huge batch of fabric in few mins.

**Resist dyeing :** Tie and dye and wax based batik printing are commonly seen in textiles. Resist dyeing is a technique that works on principle of concealing specific area of fabric and dyeing other areas. Batik uses wax to do the work. Both fabrics are seen in cloth textiles, home textiles and package textiles since 2015. Organic clothing uses naturally derived fabrics made by using dye sources from nature and dyed using these techniques of tying and resisting after which it is dyed.

**Hand painted saris:** The present trend highlights products and materials hand made by artists and example being quilling, silk thread, terracotta and tassel jewellery. In relation with the same hand painted saris of Kerala mural, Raja Ravi Varma's painting, history, epics or nature and oil paint images are sold at a high price range for exclusive customers. The very common is the Kerala's traditional "Mundu sari" (white muslin cotton) painted with designs of flowers, peacock and Radha krishna motifs.

**Bon-bon in saris:** The bon bon made from woollen threads are used to enhance the look of jute and cotton sari, as a means of beautification in the formal look of a cotton/ jute sari. The latest collections in branded shop showcase a special category for new generation fibers like bamboo, jute, hemp, banana, bamboo saris. Adding bon bon in the border and as a motifs inside sari body is observed trending in the market.

**Indo-western sari :** Globalisation has resulted in fusion of cultures. The indo-western attire was made popular when stars were seen wearing it for red carpets and award functions. The pant with the half sari piece worn along with an embellished belt is a hot style look of this year. Similarly the sari with belt is also inspired from the look book of the pant sari style, chosen and worn based on the convenience of the wearer.

**Blouses inspired from Men's shirt:** As a path breaking style change, the men's shirt pattern details like the long sleeve with cuff, the collar and front button, high neck pattern is seen to be drift among the cotton sari wearers.

**Patterned blouse/Cape collar:** Those who prefer a feminine version and a touch of glamour chose to wear sleeve with a cut in the upper part of the sleeve like a small opening. The cape sleeve once seen in kid's frock is now used to match synthetic saris blouse. The look book post 2015, was mainly focused on using patterned blouse and plain saris. Both these were getting a lot of attention when worn for any occasion.

**Jewellery:** Any outlook will be incomplete without jewellery. Some significant collections ever made in the industry was spotted to rock the current fashion market. The dog chain inspired chockers, seen in black, was now used in making a neckpiece that could be worn to accessorize a lehenga of royal wedding. The movie inspired collections like the Bahubali's three layered side earring chain, Ram leela's huge laxmi earring were making top selling products in the online shopping in Instagram and facebook. The new look with grey tones of german silver was seen from earring cuff, huge earring, neckpieces, kadas, rings, hair accessory and bangles. The promotion of handloom on one side, the kalams in cotton on the other was perfectly tuned up with these german silver accessories.

Tribal jewellery that uses random and big sized materials to make an accessory along with threads with small motif beads were seen under tribal collection and silk thread jewellery collection. Dholkis in gold, silver as one to three strand was hugely popular as formal and party wear ensemble. Pearl with silver combo named 'Guttapusalu' was iconic and seen to be worn among people of upper class as a sign of royalty and exclusive collection.

## II. INTERNATIONAL FASHION TRENDS 2017

**Oversized Earrings:** International fashion trends are huge. These are adopted by the Indian Artists to create a medium and design to suit our skin, climatic condition, hair color, costumes and body type. Internationally 2017 exhibited designer neckpiece made from new materials. The same was observed in the Indian market where online sellers had statement neck pieces sold at a cheaper rate. Huge earring made from wool, paper, plastic, brass, copper, metal, glass, beads, wires were made into a big trend.

**Embellished shoes:** The designers with shoes that had wings of butterfly was believed to be very fast selling considering the notion and hidden message on women power and waiting to fly. Embellishment in the form of

[Aishwariya \* *et al.*, 7(7): July, 2018]

ICTM Value: 3.00

painting, embroidery, sequins work, satin ribbon, buckles, tassels, and beads was found on the shoes. Velvet on surface and metal finished heel was spotted by celebrities. Wide leg pants were buzzing in the western culture. This motivated in palazzo style pants (for kameez and shirts) that are hot selling product of any retail store around the country.

**Logos craze:** With the advent of marketing revolution and online shopping culture, people are very much aware of brands, on the other hand, fake/ imitations are hitting the market like a Tsunami. In either way, the fashion products with brand/ logo being on a product is extremely appreciated factor to be a fast selling product. From bags, purse, rings, t-shirt, shoes logo were a trend.

**Miscellaneous styling:** Apart from these the layered clothing, side slit in garments and 100% denim textiles remained as a forever style in this year. Sheer socks that was transparent in nature embellished by small motifs of same shade was trendy this season. Lucite/acrylic and patented leather materials were explored a lot in the market to created a plastic like look being transparent in nature. The advent of a huge range of shoes opened opportunities for creating shoes that resemble leather. Neck bands made from black leather/ velvet or pearls and stones were seen to be one among the top selling accessory range in the international sites.

### III. CONCLUSION

This paper help in understanding the current fashion trends that will enable in design the final year portfolio presentation in fashion designing. The national and international scenario are described as a means of enabling students to compare and understand the correlation between the dots of fashion. Based on the information's explained further researching in the image searching sites will increase the knowledge in the above said accessories. Many new designers come up with innovative recycling ideas that are a trend in the fashion show and main stream cinema.

### REFERENCES

- [1] <https://www.vogue.in/fashion/fashion-trends/>
- [2] <https://www.elle.com/fashion/trend-reports/>
- [3] <https://www.fashionbeans.com/category/mens-fashion-trends/>
- [4] <https://www.thetrendspotter.net/category/mens-fashion-trends/>
- [5] [www.india.com/topic/lakme-fashion-week-2017/](http://www.india.com/topic/lakme-fashion-week-2017/)
- [6] <https://www.elle.com/fashion/news/g29249/2017-fashion-trends/>
- [7] <https://www.instyle.com/fashion/spring-2017-fashion-trends-runway>
- [8] <https://www.cosmopolitan.com/uk/fashion/a46659/spring-summer-2017-fashion-trends/>
- [9] <https://www.harpersbazaar.com/fashion/fashion-week/g7860/new-york-fashion-week-spring-2017-trends/>
- [10] <https://www.instyle.com/fashion/clothing>
- [11] <https://www.marieclaire.com/fashion/>
- [12] <https://www.quora.com/What-are-the-best-and-latest-fashion-trends-in-India>
- [13] <https://www.vogue.in/fashion/>
- [14] <https://www.justbeingfab.com/latest-indian-fashion-trends-2017-indian-traditional-wear/>
- [15] <http://www.rediff.com/getahead/report/glamour-lfw-summer-top-takeaways-trends-from-indias-top-fashion-designers-lakme-fashion-week/20180206.htm>
- [16] <http://www.outfittrends.com/stylish-indian-street-style-fashion-ideas-for-women/>
- [17] <https://shop.shopzters.com/collections/rajatamaya>
- [18] <https://timesofindia.indiatimes.com/life-style/fashion/style-guide/fashion-trends-to-dominate-2018/articleshow/62306769.cms>
- [19] <https://in.pinterest.com/boochiebry/lucite-heels/?lp=true>
- [20] [https://in.pinterest.com/search/pins/?q=statement%20earring&rs=typed&term\\_meta\[\]=statement%7Ctyped&term\\_meta\[\]=earring%7Ctyped](https://in.pinterest.com/search/pins/?q=statement%20earring&rs=typed&term_meta[]=statement%7Ctyped&term_meta[]=earring%7Ctyped)
- [21] [https://in.pinterest.com/search/pins/?q=sheer%20sock&rs=typed&term\\_meta\[\]=sheer%7Ctyped&term\\_meta\[\]=sock%7Ctyped](https://in.pinterest.com/search/pins/?q=sheer%20sock&rs=typed&term_meta[]=sheer%7Ctyped&term_meta[]=sock%7Ctyped)
- [22] <https://www.allure.com/gallery/fashion-trends-2017>
- [23] <https://www.youtube.com/watch?v=EmmZ8EE-Wcc>
- [24] <https://www.youtube.com/watch?v=0ur13KvWoWE>



---

**CITE AN ARTICLE**

Aishwariya, S., Dr. (2018). RESEARCH ON NATIONAL AND INTERNATIONAL FASHION TRENDS. *INTERNATIONAL JOURNAL OF ENGINEERING SCIENCES & RESEARCH TECHNOLOGY*, 7(7), 276-278.