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Indian youth to influence fashion trends

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The increasing purchasing power of young Indians will influence the fashion trends and products in coming years, top government official said on Saturday.

"India's economic emergence on the global scene and 500 million youths are going to influence fashion trends as purchasing power of young India is increasing," Darlie Koshy, director general and chief executive of Apparel Training and Design Centre (ATDC), at the Vastra 2012 textile seminar being held here.

According to the chief of ATDC which is being supported by the union textiles ministry and the Rajasthan Industrial Development and Investment corporation (RIICO), India is expected to be the fifth largest consumer market by 2025.

However, forecasting the fashion needs of India's youth will be a different ball game altogether as the fashion activity has shifted from the metro centres to tier-I and II cities.

"Fashion forecasting is nothing more than predicting the mood, behavior and buying habits of the customers, who are no longer identified by traditional norms of age, geography or income," said Professor Vandana Narang, fashion design department of National Institute of Fashion Technology (NIFT), New Delhi.

Narang said over the last decade fashion awareness has increased as new brands and labels are reaching more and more Indian customers.

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