

FASHION FOCUS

How Festivals Influence Indian Fashion Industry

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Image source: pinterest

Festivals in India are one of the best times for fashion designers to express their creative and aesthetic concepts through the newest fashion trends as well as consumers' purchasing behaviour.

Festivals are based in culture and serve as a platform to celebrate various parts of life. They brighten our life with enthusiasm, happiness, and glitz. This is the time to savour precious moments with family and friends while also adopting the latest styles. In India, festivals do have an impact on our clothing choices and purchasing habits.

All of the festivities are religious in nature. The beauty and significance of each tradition and heritage are embodied in its festivities. Being a part of Indian culture brings up a plethora of opportunities to participate in various celebrations. Each festival can be celebrated gloriously and grandiosely as a result of cultural diversity. Festivals have an impact on fashion since it is the greatest time to experiment with new concepts and styles.

What is it about Indian festivities that makes people choose traditional attire?

Indians have a profound respect for their tradition and place a high importance on their religious and cultural aspects. Wearing ethnic outfits in festivals is a manner of expressing love, respect, and admiration for one another, as well as respecting the old traditions that were passed down through generations since the dawn of time. Such garments create a unique historic and cultural vibe, making each person feel proud while still seeming beautiful and stylish.

In India, festivals inspire our choice of clothing and therefore purchasing habits, as we embrace traditional or ethnic outfits. The most up-to-date women's and men's fashion is best presented near festive seasons. Festivities play an important part in the evolution of trends in fashion since fashion brands release their newest collections around the time of the celebrations. Festivals are an aspect of fashion, and they have an impact on future trends.



Image Source: Strand of silk

These are the types of occasions that everyone wishes to commemorate in elegance and with good looks.

Festivals throughout India are about getting dressed up in the contemporary fashion styles with cultural links. Several festivals provide opportunities to try out new styles and trends. Baisakhi, Durga Puja, Diwali, Pongal, Eid, and a variety of other festivities are observed in their traditional attire. It allows for experimentation and creativity in terms of clothing ideas. Festive attire is incredibly stylish and likely to attract people, whether purchased online or from a shop. It alters the purchasing habits of Indian consumers. As festivities approach, clothing demand shifts dramatically, as festivals become one of the primary motivators for purchasing apparel. The fashion industry is extremely bustling throughout this time since everybody is experimenting with different colours, jewellery, and ethnic options.

However, as time passes and fashion preferences change, comfortable ethnic attire has emerged as the preferred option. During such times, ethnic attire such as Salwar-kameez, kurtas, palazzos, dhoti pants, and sharara suits became fashionable. These current fash-

ions may be found at in-store and online portals that offer fashionable styles as well as fantastic shopping offers. Everyone enjoys festival shopping since it is filled with the most up-to-date fashions for both men and women.

It is also time for fashion designers to show off their creativity with their festival collections. They make clothing that is both fashionable and comfy. It might be a runway collection shown in fashion shows, or exhibitions and shops set up during festival season. In the weeks leading up to Diwali and Durga puja, clothing brands and designers hold small events in hotels to promote their newest women's latest fashions. Designers come up with unique festive dis-

counts and promotions to boost revenue. Given the increasing revenue, festival fashion is amongst the most prominent topics throughout festival season. Festivals have a profound influence on the fashion industry in India, reshaping customer purchasing patterns, design concepts, and purchasing strategies.

Conclusion

During festival season, consumer purchasing patterns change. Customers are more likely to buy festive attire as a result of increased investment in textile market. One aspect that influences customer buying behaviour is urbanisation. Annually, a rising graph depicting higher sales during the festivities appears in fashion industry. Furthermore, the accessibility of information on the internet has made everything much more transparent and has played a significant role in the shift in purchasing patterns. The ability to purchase a garment on the internet at a reasonable cost is one of the other factors driving the fashion transformation.

Since traditional attire seems to be more comfortable, it became the most popular fashion trend in India during festivities. They are more occasion-based, yet they make a significant contribution to the fashion industry's stats. "The ethnic wear market is also predicted to increase at 7.8%, to roughly US\$30 billion in FY 2025, up from US\$20.6 billion in FY 2020," according to one of Indian Fashion Market's June 2020 forecasts. Throughout the festive season, fashion picks up, and the fashion industry expands as more stylish festive garments are purchased.

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