

apparel



FAIR UPDATE

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THE 2024
COLOUR WHEEL



The
2024
Colour Wheel

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This year brings the promise of a new wardrobe with colours that are expected to trend this season.

Text | **Bindu Gopal Rao**

From white to grey, from cream to Pantone's Peach Fuzz, this year is all about colour. We have some experts to weigh in on the colours that will trend in 2024.

CREAMY GREYS

This seemingly simple trend holds significant meaning. It indicates that brands are attuned to the mindset of modern customers. Neutral tones of creamy greys offer more than just a blank canvas. They provide an opportunity to craft unique stories through intricate details and subtle adjustments. Soft grey and off-white items offer the ideal base for making stories through combining clothes and personalised styling. Grey shirts can be paired with black pants for a relaxed daytime look or changed into a statement

with boldly patterned top and eye-catching extras for a night out.

Vivek Mishra, Chief Design Office,

Fetus: "A creamy grey bomber jacket could feature glowing embroidery depicting a futuristic city, with each stitch bringing the metropolis to life. An off-white cloak may incorporate contrasting fabrics, the layers unfolding a personal journey. Whether embellished or layered, these neutral bases transform into vehicles of self-expression through thoughtful additions and an artistic touch."

PEACHY HUES

The Pantone Colour of the Year for 2024 'Peach Fuzz' is trending. This soft, peachy hue bridges the gap between pink and orange, exuding a sense of tranquillity and optimism. Peach fuzz pairs beautifully with fun matching shorts and shirts. Lightweight peach

Soft grey and off-white items offer the ideal base for making stories through combining clothes and personalised styling.



@Fetus

LIFESTYLE FOCUS

tops go well with breezy linen shorts in complementary neutral hues like cream or white. It creates a perfect outfit for an afternoon exploration or a relaxed evening gathering.

Vasudev Prasad, Founder, Lost My Accent: “Peach evokes the warmth of a summer sunset, perfectly

aligning with our laid-back, island-inspired spirit. While specific in-depth studies for the Indian market are limited, we believe the inherent positivity and versatility of peach will resonate with a broad audience. The versatility of peach is what makes it so beautiful, and we are excited to



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Metallic colours perfectly capture this essence by evoking a sense of modernity and cutting-edge style.

explore its potential across our different shirt designs. An airy peach fuzz linen shirt perfect for layering over a white tank top, gives a relaxed island vibe. For a touch of sophistication, a crisp peach poplin shirt paired with tailored trousers creates a casual take on professional attire.”

METALLIC SHADES

One of the dominant trends for 2024 will be metallic colours. Metallic shades such as silver, gold and bronze have been gaining popularity in recent years and are

projected to continue their prevalence in the fashion industry.

Vibhisha Jain, CMO, Noroke:

“One of the driving forces behind the popularity of metallic colours is the influence of futuristic fashion trends. As technology continues to advance, people are becoming more fascinated with all things futuristic and innovative. Metallic colours perfectly capture this essence by evoking a sense of modernity and cutting-edge style. The rise of metallic colours can be attributed to the growing demand for unique and bold fashion choices, as well as the influence of popular culture and celebrity fashion.”

WHITE MAGIC

White has been dominating the 2024



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fashion scene, portraying simplicity, purity and a fresh start. From crisp shirts to flowing dresses—and maybe due to global warming—designers globally embraced the timeless elegance of white as a versatile canvas for varied styles and moods. The reason is simple: the white hue can never go out of style.

Rajeswari Mavuri, Founder, Label RaMa: “For a classic look, a crisp white shirt or blouse is a wardrobe staple that pairs well with everything from tailored trousers to casual denim. White dresses, whether flowy and casual or structured and formal, offer a canvas for accessorising with bold colours or keeping it monochrome for a chic or global look. One may also consider a Khadi white jumpsuit as a wonderful airport look. Layering is another effective way to utilise a white shrug or coverup.”

MILLENNIAL PINK

This soft and subtle shade of pink has been

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a favourite among millennials for its gender-neutral and versatile appeal. Millennial pink has been widely used in apparel, accessories and even home decor.

Vibhisha Jain, Noroke:

“Millennial pink’s rise to popularity can be attributed to its association with youthfulness, modernity and inclusivity. It has been embraced by many fashion brands and designers, further fuelling its prevalence in the industry. According to a fashion report, millennial pink has shown an increase in sales over the past few years, indicating its staying power in the fashion world.”



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SCARLET SMILE

Scarlet with its jewelled ruby red allure adds opulence and femininity to bridal *lehengas* and evening gowns. From a bridal *lehenga* to a mother's *Kanyadaan* outfit, it is sure to emanate the emotion of sophistication.

Gaurika Rai, CEO, Warp 'n Weft:

“Scarlet Smile radiates elegance to be easily adapted to elegant gowns and midi dresses. These shades of pink and red embody the regal essence worn by royal families across geographies and over many eras. Its integration of Indian red and Indian pink makes it unabashedly flattering for diverse skin tones and retains the essence of Indian royalty. We aim to carry on this rich historical tradition with each piece we weave and create.”

Vibhisha Jain: “Coral orange is often associated with nature and the environment, making it a popular choice among consumers who are conscious about their fashion’s impact on the planet. Additionally, coral orange complements a variety of skin tones and can be incorporated into various clothing styles and designs.

A report by WGSN predicts that coral orange will become a key colour trend in 2024, further solidifying its prevalence in the apparel industry.” 🍷

Incorporate these colours into your inventory

Showcase the latest trends to your customers in the apparel, fabric, and retail industry by integrating these colours in your inventory.

- Creamy greys work well with transitioning pieces
- Peach Fuzz goes well with relaxed vacation wear or casual professional clothes.
- Metallic shades are perfect for bolder and in-trend apparels
- Layered or flowy ensembles in white will make for classic pieces in a wardrobe.
- Scarlet Smile embodies sophistication and historical tradition and is ideal for elegant gowns and wedding attires.
- Coral orange complements a variety of skin tones and can be incorporated into sustainable and eco-friendly fabrics.



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CORAL ORANGE

Coral orange is a vibrant and energetic shade that adds a pop of colour to any outfit. This colour trend can be attributed to the growing interest in sustainable and eco-friendly fashion choices.