

Culture Codes

सांस्कृतिक संहिता



Trends 2024-25

ट्रेन्ड्स २०२४-२५

Trends 2024-25

"Culture Codes- Identity & Curiosity" trends for 2024-25 identify with the youthful and contemporary Indian consumers, who look for a blend of Indian traditions, modern technology and global influences in their lifestyle. This trend book brings comprehensive directions on colours, designs, materials and styles for your new collections for the year 2024-25.

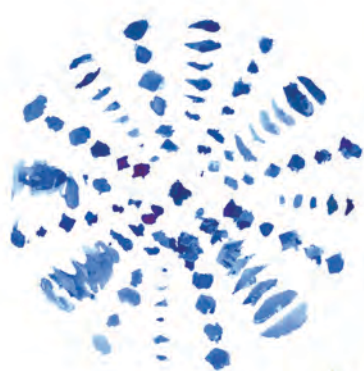
Culture Codes are meticulously curated home fashion trends for Indian market, which are applicable to all home categories- home textiles, home décor, home furnishings, housewares, and gifts. Culture Codes are classified into four sub-groups: **Saffron Sky, Gorgeous Garden, Candy Country, and Intuition Island.**

India is at the forefront of global economic progress, with an annual GDP growth of seven percent or even more. The country's domestic demand is driven by aspirational, educated, young consumers and supported by high growth in agriculture, manufacturing and services.

With high commitment to issues of importance to humanity in real time, like climate change and sustainability, India and Indians are leading the trends in renewable energy, ecological balance and inclusive growth. Rapid transformation to solar energy, wind power, and electric vehicles in recent years are clear indication of things ahead.

With the advent of AI, Indian consumers increasingly look forward to solutions for their living spaces, which combine aesthetics with technological advances. This Trend book reflects the impact of recent social, lifestyle, and technological evolutions. The information contained in this book will be valuable for product designers, architects and interior designers, brands manufacturers and retailers for developing their new home collections and merchandising.

Excitement for 2024-25 begins here. Visit the **Trends Pavilion at HGH India 2024**, to see **"Culture Codes"** trends actualised with real products.



Saffron Sky
केसरिया आकाश



Gorgeous Garden
आकर्षक उद्यान



CANDY COUNTRY
कैंडी कंट्री



Intuition Island
अंतर्ज्ञान द्वीप

ट्रेन्ड्स २०२४-२५

२०२४-२५ के लिए 'सांस्कृतिक संहिता- आइडेंटिटी एण्ड क्यूरियोसिटी' ट्रेन्ड्स आज के दौर के भारतीय उपभोक्ताओं के अनुकूल पेश किए गए हैं जो अपनी जीवनशैली में भारतीय परम्पराओं, आधुनिक तकनीकों और विश्वस्तरीय रुझानों के संयोजन की अपेक्षा रखते हैं। यह ट्रेन्ड बुक, वर्ष २०२४-२५ के लिए रंगों, डिज़ाइनों, सामग्रियों एवं शैलियों का व्यापक संयोजन लेकर आई है, जिससे आपको अपने नये संग्रह के लिये विस्तृत मार्गदर्शन मिलेगा।

सांस्कृतिक संहिता भारतीय बाज़ार के होम फैशन ट्रेन्ड्स पर प्रकाश डालती है। ये ट्रेन्ड्स सभी होम कैटेगरीज़- होम टेक्सटाइल्स, होम डेकोर, होम फर्नीशिंग, हाउसवेयर और गिफ्ट्स के लिये पेश किए गए हैं। सांस्कृतिक संहिता को चार वर्गों में बांटा गया है। **केसरिया आकाश, आकर्षक उद्यान, कैंडी कंट्री और अंतर्ज्ञान द्वीप।**

भारत विश्वस्तरीय आर्थिक प्रगति में अग्रणी स्तर पर है, देश की सालाना जीडीपी विकास दर सात फीसदी या इससे भी अधिक है। कृषि, निर्माण एवं अन्य सेवाओं में तीव्र विकास के चलते देश के महत्वाकांक्षी, शिक्षित युवा उपभोक्ताओं में विभिन्न सेवाओं की मांग निरंतर बढ़ रही है। इसके अलावा जलवायु परिवर्तन और स्थायित्व जैसे मुद्दों की बात करें तो भारत और भारतीय लोग नवीकरणीय उर्जा, जलवायु संतुलन और समावेशी विकास के ट्रेन्ड्स में सबसे आगे हैं। हाल ही के वर्षों में सौर उर्जा, पवन उर्जा और इलेक्ट्रिक वाहनों का तेज़ी से विकसित होना इन्हीं ट्रेन्ड्स की ओर इशारा करता है।

एआई के आगमन के कारण भारतीय उपभोक्ता अपने लिविंग स्पेसेज़ में ऐसे समाधान चाहते हैं जो आधुनिक तकनीक के साथ-साथ देखने में भी आकर्षक हों। ऐसे में यह ट्रेन्ड बुक भारतीय होम प्रोडक्ट्स के बाज़ार में हाल ही में हुई सामाजिक, जीवनशैली एवं तकनीकी प्रगति के प्रभाव को दर्शाती है। यह ट्रेन्ड बुक प्रोडक्ट डिज़ाइनरों, आर्किटेक्ट्स एवं इंटीरियर डिज़ाइनरों, ब्रांड निर्माताओं और रिटेलरों के लिए बेहद उपयोगी है। जो उन्हें आगामी रिटेल सीज़न के लिये होम प्रोडक्ट्स के नये ट्रेन्ड्स एवं कलेक्शन को तैयार करने में उपयोगी होगी।

२०२४-२५ का उत्साह यहां से शुरू होता है। एचजीएच इंडिया २०२४ के ट्रेन्ड्स पैविलियन में **सांस्कृतिक संहिता** आपको आधुनिक प्रोडक्ट्स का वास्तविक अनुभव प्रदान करने के लिए तैयार है।



Culture Codes

Identity and Curiosity



Society is changing. India is a place where traditional values are strongly cherished but as well new identities arise, accompanied by new value systems. What will future India be like? Personal developments meet self-discovery, growth, and changes. Global transformation enhances personal transformations, including arts, music, language, and other cultural expressions.



Two main development trends of revolutionary influence have been shaking and taken over society and markets: the requirements of sustainability in all sorts of product ranges and the increasing use of artificial intelligence in almost any kind of development process; search engines and ChatGPT, for instance. Geopolitical issues, however, have generated some global adaptations, which also reflect on people inside countries. The somehow imposed introspection the countries are into fuels a global revival of heritage issues: a renaissance of localized productions and brands. Consumers, however, are not getting tired of renowned, and often international brands – all on the contrary: products of high-level development fit perfectly well into the sustainability ranking catalogue of long-lasting cutting-edge quality products. People have also turned their attention towards newly discovered national products and refined local goods that align perfectly well with their cultural and traditional everyday living.



The resurgence of cherishing inherited cultures and traditions worldwide, preserves and fortifies our immense wealth concerning the communities' diversity. Opposite to any other thought, it is far from retrograde, but enhances modernization by reimagining valuable heritage techniques and crafts for contemporary living and expanding the concept all over the global markets. The use of robots and artificial intelligence leads to a global resurgence of art and craft. The UNESCO organization views traditional crafts as intangible cultural heritage. Nowadays, learning production techniques is worldwide accessible through social media: how to do art & craft, how to learn cooking techniques & use tools and so much more. Every one of our 4 trends this year, showcases handmade objects.

Moonless Night
Pantone® 19-4203 TPX



Moonless Night
Pantone® 19-4203 TPX

Friar Brown
Pantone® 19-1230 TPX



Friar Brown
Pantone® 19-1230 TPX

Gray Sand
Pantone® 13-1010 TPX



Gray Sand
Pantone® 13-1010 TPX

Turtledove
Pantone® 12-5202 TPX



Turtledove
Pantone® 12-5202 TPX

Cinnabar
Pantone® 18-1540 TPX



Cinnabar
Pantone® 18-1540 TPX

Autumn Leaf
Pantone® 17-1347 TPX



Autumn Leaf
Pantone® 17-1347 TPX

Buckskin
Pantone® 16-1342 TPX



Buckskin
Pantone® 16-1342 TPX

Toast
Pantone® 16-1331 TPX



Toast
Pantone® 16-1331 TPX

Mazarine Blue
Pantone® 19-3864 TPX



Mazarine Blue
Pantone® 19-3864 TPX

Strong Blue
Pantone® 18-4051 TPX



Strong Blue
Pantone® 18-4051 TPX

Little Boy Blue
Pantone® 16-4132 TPX



Little Boy Blue
Pantone® 16-4132 TPX

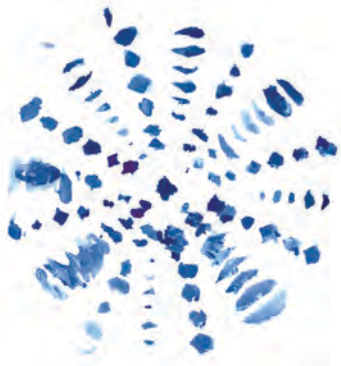
Celestial Blue
Pantone® 14-4210 TPX



Celestial Blue
Pantone® 14-4210 TPX

Saffron Sky

केसरिया आकाश



Denim
Upcycling



Conscious and casual
comfort is today's lifestyle



Deep Teal

Pantone® 19-4914 TPX



Deep Teal

Pantone® 19-4914 TPX

Alpine Green

Pantone® 18-5322 TPX



Alpine Green

Pantone® 18-5322 TPX

Jelly Bean

Pantone® 17-6030 TPX



Jelly Bean

Pantone® 17-6030 TPX

Ceramic

Pantone® 16-5127 TPX



Ceramic

Pantone® 16-5127 TPX

Dark Citron

Pantone® 16-0435 TPX



Dark Citron

Pantone® 16-0435 TPX

Nile

Pantone® 14-0223 TPX



Nile

Pantone® 14-0223 TPX

Straw

Pantone® 13-0922 TPX



Straw

Pantone® 13-0922 TPX

Green Sheen

Pantone® 13-0648 TPXx



Green Sheen

Pantone® 13-0648 TPX

Tawny Olive

Pantone® 16-0953 TPX



Tawny Olive

Pantone® 16-0953 TPX

Bougainvillea

Pantone® 17-3725 TPX



Bougainvillea

Pantone® 17-3725 TPX

Deep Lavender

Pantone® 18-3633 TPX



Deep Lavender

Pantone® 18-3633 TPX

Grape Juice

Pantone® 19-3230 TPX



Grape Juice

Pantone® 19-3230 TPX

Gorgeous Garden
आकर्षक उद्यान



Overwhelming deep hues of green
meet shapes of nature

Spiced Coral
Pantone® 17-1644 TPX



Spiced Coral
Pantone® 17-1644 TPX

Rosebloom
Pantone® 15-2214 TPX



Rosebloom
Pantone® 15-2214 TPX

Papaya Punch
Pantone® 15-1433 TPX



Papaya Punch
Pantone® 15-1433 TPX

Peach Fuzz
Pantone® 13-1023 TPX



Peach Fuzz
Pantone® 13-1023 TPX

Blue Bell
Pantone® 14-4121 TPX



Blue Bell
Pantone® 14-4121 TPX

Pastel Lilac
Pantone® 14-3812 TPX



Pastel Lilac
Pantone® 14-3812 TPX

Shadow Lime
Pantone® 13-0319 TPX



Shadow Lime
Pantone® 13-0319 TPX

Reseda
Pantone® 15-6414 TPX



Reseda
Pantone® 15-6414 TPX

White Smoke
Pantone® 12-0704 TPX



White Smoke
Pantone® 12-0704 TPX

Desert Mist
Pantone® 14-1127 TPX



Desert Mist
Pantone® 14-1127 TPX

Blazing Orange
Pantone® 15-1160 TPX



Blazing Orange
Pantone® 15-1160 TPX

Banana Cream
Pantone® 13-0941 TPX



Banana Cream
Pantone® 13-0941 TPX

Reference Nos. quoted above are from PANTONE TPX colour system.
ऊपर उद्धृत संदर्भ संख्या PANTONE TPX रंग प्रणाली से हैं।

CANDY COUNTRY

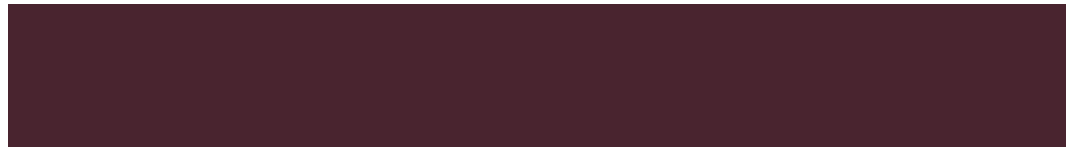
कैंडी कंट्री



Darling,
have you seen
latest pinksetters?

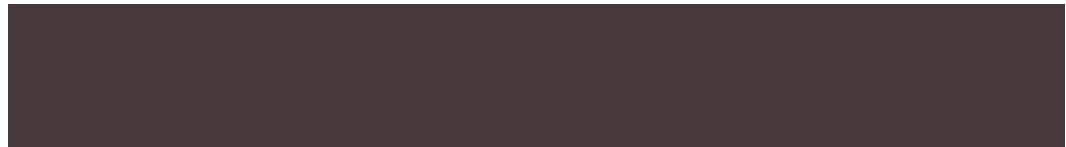


Port Royale
Pantone® 19-1627 TPX



Port Royale
Pantone® 19-1627 TPX

Chocolate Brown
Pantone® 19-0912 TPX



Chocolate Brown
Pantone® 19-0912 TPX

Iron
Pantone® 18-1306 TPX



Iron
Pantone® 18-1306 TPX

Amphora
Pantone® 17-1319 TPX



Amphora
Pantone® 17-1319 TPX

Doe
Pantone® 16-1333 TPX



Doe
Pantone® 16-1333 TPX

Toasted Nut
Pantone® 16-1327 TPX



Toasted Nut
Pantone® 16-1327 TPX

Maple Sugar
Pantone® 15-1316 TPX



Maple Sugar
Pantone® 15-1316 TPX

Crystal Gray
Pantone® 13-3801 TPX



Crystal Gray
Pantone® 13-3801 TPX

Ivory Cream
Pantone® 13-1011 TPX



Ivory Cream
Pantone® 13-1011 TPX

Pearled Ivory
Pantone® 11-0907 TPX



Pearled Ivory
Pantone® 11-0907 TPX

Intuition Island अंतर्ज्ञान द्वीप





Delicate awareness
is a gift of beauty

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