



India-First Fashion Trend Intelligence Launches via ICH NEXT & Peclers Paris

Published on 23 Jan 2026 | By IFI Correspondent



India's fashion and lifestyle market has received a significant boost with the launch of a dedicated trend intelligence platform crafted specifically for local business realities. **ICH NEXT**, an Indian trend forecasting company, has joined forces with globally established consultancy **Peclers Paris** to introduce an India-centred trend forecasting service that merges global expertise with deep local understanding.

Bridging the \$2 Billion Gap in Trend Research

Industry leaders say that India's fashion ecosystem has been underserved by existing global trend reports, which often overlook cultural nuances, climate considerations, varied consumption patterns and regional preferences unique to the country. The new collaboration sets out to fill an estimated **USD 2 billion white space** in research-led, India-focused trend intelligence — aiming to support brands in anticipating future consumer demand rather than merely reacting to global signals.

Combining Global Foresight with Local Insight

The trend intelligence initiative — branded as **ICH NEXT x Peclers Paris Trend Forecast Reports** — is designed to help fashion and lifestyle brands reduce risk and make sharper decisions in design, merchandising and product strategy. By blending Peclers Paris' extensive international experience with ICH NEXT's India-rooted research methodologies, the reports will offer insights across categories such as colour, fabrics, silhouettes, patterns and pricing that are tailored to the Indian market.

Addressing India's Cultural and Commercial Diversity

According to the founders of ICH NEXT, India's fashion market cannot be viewed as a single, homogeneous entity. Instead, multiple consumer segments, cultural moments, extended seasonal cycles and distinct aesthetic preferences shape trend adoption. The platform uses proprietary AI and cultural analysis to decode these signals at scale, helping brands align more closely with Indian consumer behaviour.

Peclers Paris Brings Global Legacy

Peclers Paris — a French trend consultancy with over five decades of experience — adds global perspective to the partnership, having guided numerous international brands in understanding long-term cultural and aesthetic shifts. Its involvement ensures that the intelligence combines high-level forecasting with grounded, market-specific relevance.

A Step Toward Trend Leadership

With India's fashion and lifestyle market expected to surpass **USD 240 billion** and continue growing at double-digit rates, the launch of this India-first trend forecast marks a shift toward more strategic, foresight-driven fashion decisions. By equipping brands with nuanced intelligence rooted in local context — yet informed by global trends — the initiative aims to help Indian businesses innovate and lead in a rapidly evolving market.

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