

# From Fast Fashion to Future Forecasting: India's Next Retail Strategy

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India's expansive fashion and lifestyle market — projected to exceed **\$240 billion** — is moving beyond conventional fast fashion models toward **foresight-driven design and strategy**. A recent collaboration between India's trend intelligence firm **ICH NEXT** and France's **Peclers Paris** reflects this strategic evolution. The goal: equip brands with deep, India-centric insights that transcend reactive trend copying and empower proactive product planning.

## Why Foresight Matters More Than Ever

Traditionally, many Indian brands have leaned on broad global trend reports, which often overlook key local influences such as diverse climates, cultural sensibilities and region-specific consumer behaviour. By integrating **granular, India-specific data with international forecasting expertise**, the new trend intelligence system aims to help designers understand not just what's popular now — but what consumers will want next season and beyond. **Reducing Guesswork, Boosting Sales**

The benefits of this foresight approach are already showing in early adopters. Designers and retailers using ICH NEXT's intelligence system have been able to narrow down palettes, silhouettes and fabric choices with greater precision. As a result, some partners have seen **higher sell-through rates and improved revenue per style**, compared with collections designed through more speculative methods.

## Contrasting Fast Fashion's Growth

This shift toward strategic forecasting comes even as India's **fast fashion sector continues to expand rapidly**. The fast fashion market — known for frequent new collections and affordable, trend-driven styles — has grown at **30–40 % annually**, significantly outpacing the broader apparel market, and is projected to become a **\$50 billion segment by FY31**.

Fast fashion's appeal among Millennials and Gen Z stems from its affordability and constant turnaround of trends — with some global players like Shein pushing rapid design-to-rack timelines to capture youth demand.

## A Broader Strategic Advantage

Industry leaders say this shift is not about rejecting fast fashion outright but about giving Indian brands a **strategic edge**. Rather than simply reacting to global signals or chasing fleeting trends, **foresight-based design** aims to reduce commercial risk, cut down on waste, and allow creatives to focus their energy on storytelling and long-term brand growth.

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