



masaba

**Trend Forecast - Spring/Summer 2022
For Indian Markets.**

House of Masaba - Signature Styles

Indian designer Masaba Gupta is the reigning queen of prints, and rightfully so. Her namesake designer fashion label is popular for its unique quirkiness, intuitiveness and emotional potency. Over the years, Masaba's signature style has come forth in numerous collections - broadly speaking, a fusion of her Indian roots and Caribbean origins.

As the visuals would justify, her previous collections have consistently had loose, airy silhouettes and asymmetrical hemlines. She uses a distinct style of wrap draping for most of her gowns and skirts, that are always embellished with playful, neat and retro-inspired prints. Her signature prints include bold florals, quirky animal-inspired and tribal motifs, sometimes even random objects like the red telephone motif, all uniformly distributed all across the garments. One of the most popular ones being the red cow print. She is known to state that quirky prints appeal to her much more than loud embellishments. She usually uses lightweight fabrics like silk, crepe, georgette, etc. for signature styles like kaftans, sarees, jumpsuits and dresses. Vibrant and contrasting colours for her fabrics and prints are another favourite, highlighting her Caribbean side.

All in all, her signature style matches those of resort and holiday fashion for women. Even though she designs a lot of ethnic wear that are frequently donned by celebrities of high stature, her resort wear-like collection from this year titled 'Hot Mess', that is a nostalgic revival of her most popular prints over the years, has gained immense critical acclaim and popularity.

From recent collections



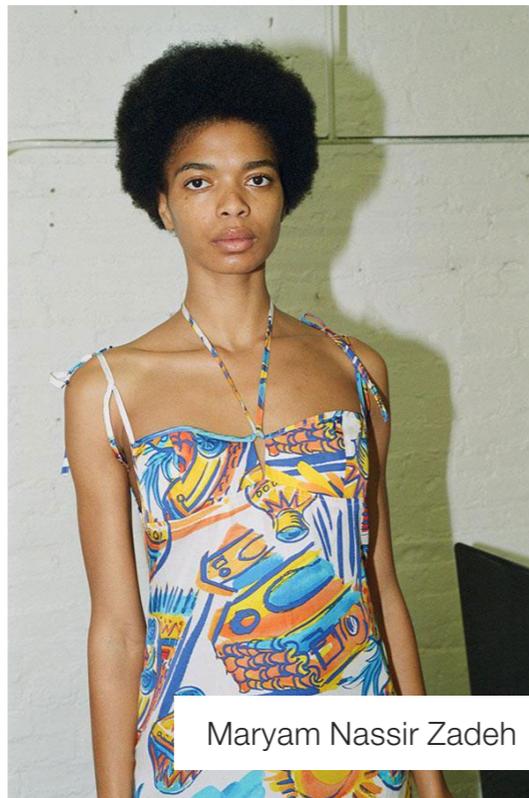
All images sourced from the House of Masaba online store-

<https://www.houseofmasaba.com/>

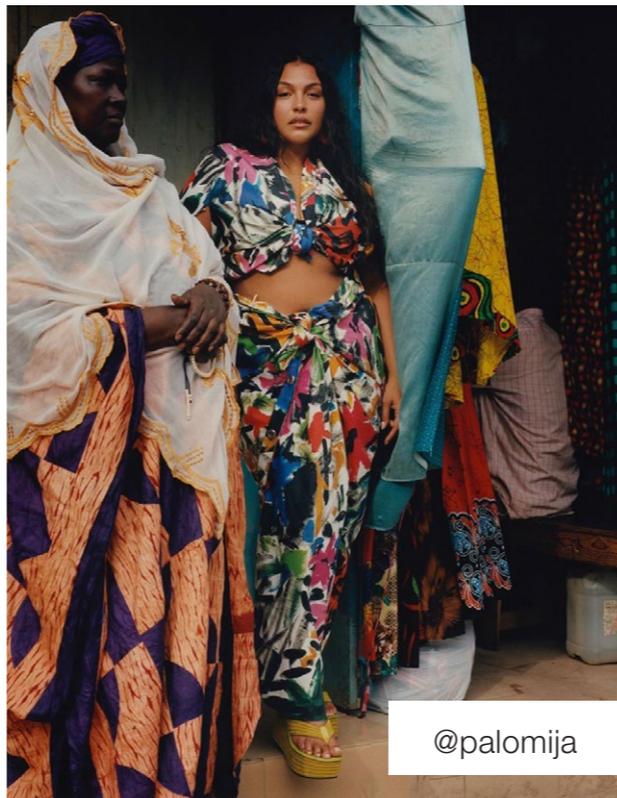
Media scan



@farmrio



Maryam Nassir Zadeh



@palomija



Mara Hoffman



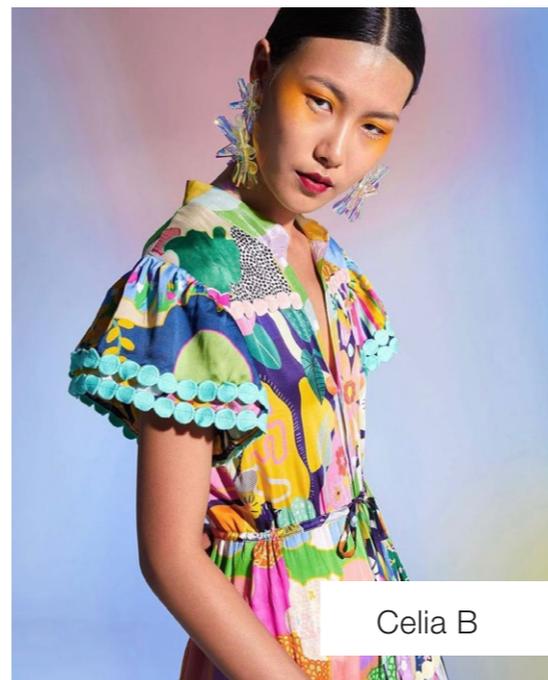
Stephen Tayo



@wraynyc



Laura Eguizabal

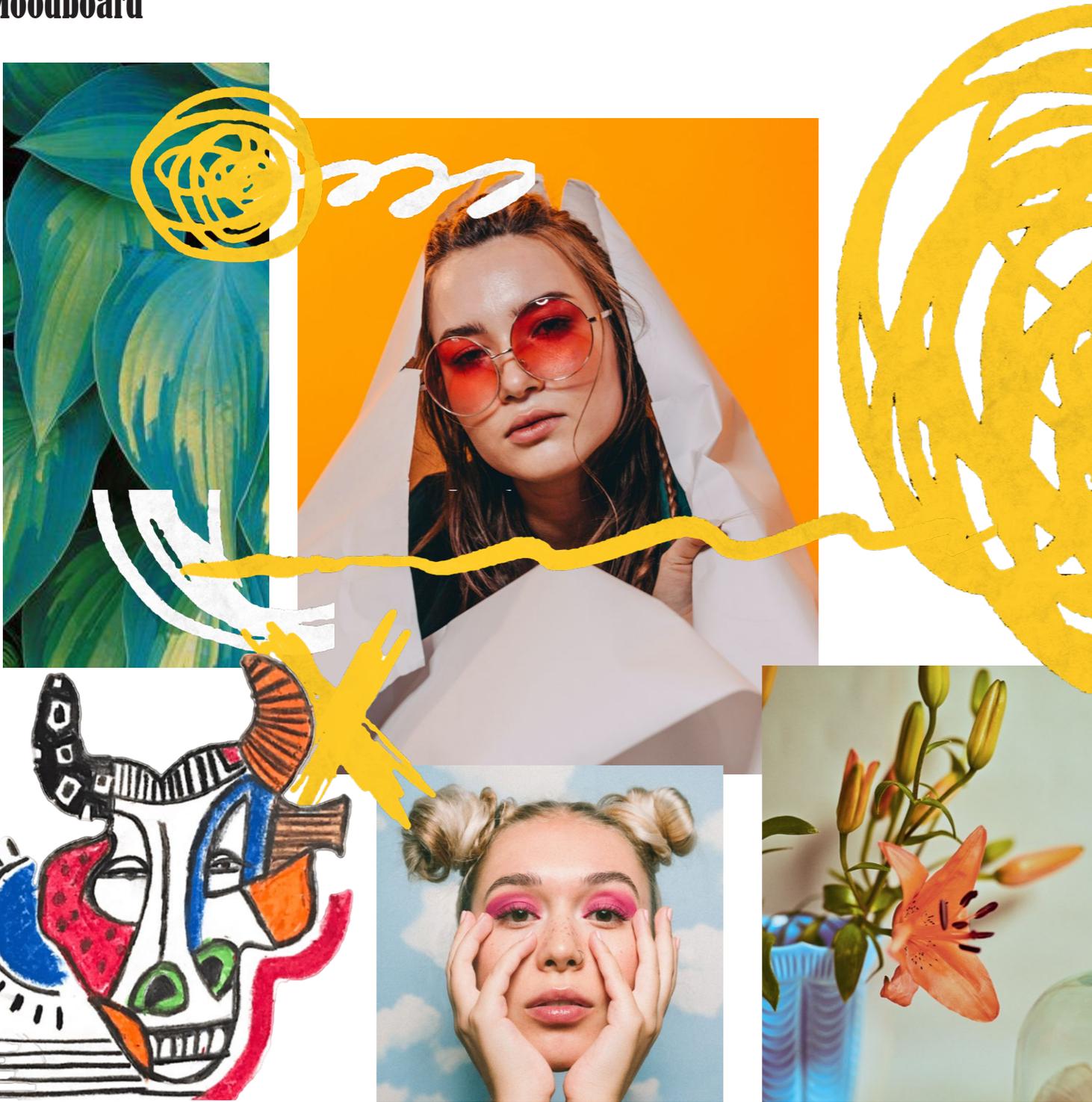


Celia B



@alyssainthecity

Moodboard



PANTONE 17-4245 TCX
IBIZA BLUE

PANTONE 17-5923 TCX
PINE GREEN

PANTONE 16-3520 TCX
AFRICAN VIOLET

PANTONE 17-1842 TCX
AZALEA

PANTONE 17-1361 TCX
SCARLET IBIS

PANTONE 14-0760 TCX
CYBER YELLOW



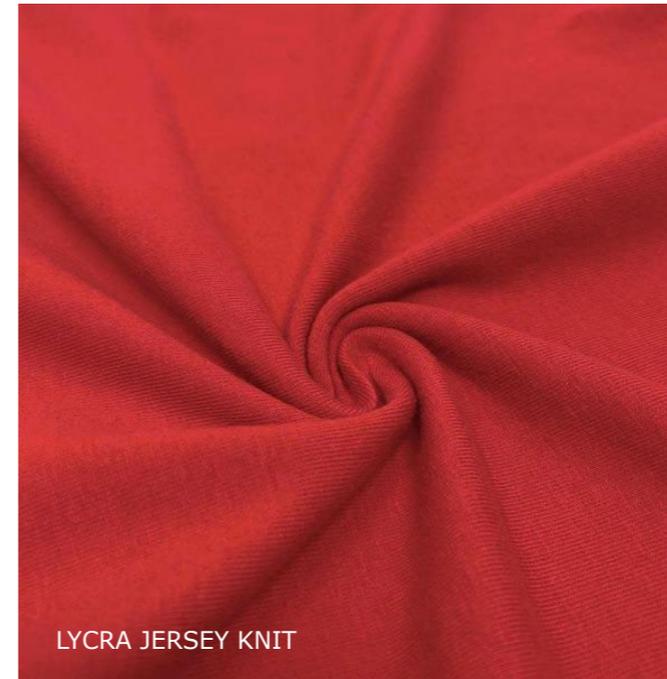
Colour board

Joyful Expression



Uplifting prints and graphics that maximize vibrant colour combinations play into an optimistic mood. Oversized florals, #90s-style conversational and #artifashion graphics can be used to execute the trend. Most suitable for high-summer, these will be sought-after for outdoor activities, stay-cations and vacations. (Source: WGSN Reports- Buyers' Briefing: Women's Print and Pattern S/S 22)

The vision of Joyful Expression and art in fashion for Spring/Summer 2022 matches Masaba's aesthetic quite perfectly. Both styles focusing on playful self-expression, optimism and artistic prints, these can be designed in response to envisioning a summer with renewed hope, an outdoor narrative and grounded nostalgia. Masaba's designs have always been highly emotive and thought-provoking, so in accordance with this vision story, I envision her collection for S/S 2022 as a vibrant harmony with nature and with oneself. Guidance for S/S 22 collection in Indian markets would be to come up with potent prints, strategic use of colours and dynamic silhouettes that can make people fondly nostalgic of good times past, but also a reminder that the future holds fresh youthfulness and hope.



LYCRA JERSEY KNIT



CREPE CHIFFON



GEORGETTE



SILK



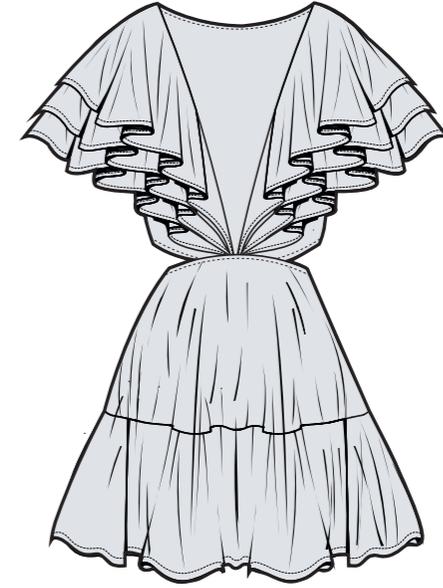
1. Upgraded tropicals
2. Energetic, nostalgic colours
3. Painterly florals
4. Vivid contrast
5. Co-ordinated prints
6. Nature-driven animal and tribal inspired motifs



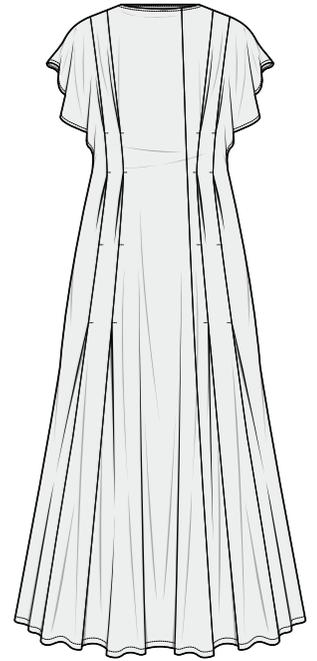
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2



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1. Wrap skirt draped in a form-fitting manner, and secured by a knot at the waist.
2. Sheer, pleated wrap skirt. A-line silhouette, secured at the waist by a chunky belt.
3. Boho mini-dress, deep V-neck, A-line with exaggerated, layered sleeves.
4. A-line midi dress, loose and flowey, gathered from waist.
5. Sleeveless and backless crop with string fasteners.
6. Tent A-line top with gathers.

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ARUSHI MATHUR | FC-6 | NIFT KOLKATA
FASHION TREND STUDIES