

Emerging Trends in the Indian Home Fashion Textiles Market Post Covid19

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Abstract

Home décor and home fashion textiles, is an umbrella term for products that enhance the appeal of a home that include textiles goods and other decorative products. Under the extended lockdowns during the Covid19 pandemic, home décor acquired significance as people re-looked at their homes. India too witnessed a surge in home fashion, during and after the pandemic, which had traditionally been a product centric market. This paper strives to study the new and persisting trends in the post pandemic scenario of home fashion textiles using recursive abstraction analysis of interview data from 12 leading brand managers and designers across the Indian market and content analysis of social media posts in the three years after the pandemic. The synthesis is a set of major and specific trend directions encompassing consumers, markets and products that have transformed Indian home textiles industry into a consumer-centric market.

Keywords: Trends, home fashion, post-pandemic, home décor, recursive abstraction

Introduction

Home décor and **Home Fashion** is a general descriptive term for the products that enhance the aesthetic appeal of a home. It includes home textiles as well as a variety of decorative products like upholstered or non-upholstered furniture, accessories, enhancements like ceramics, accent pillows, basketry, plants, works of art, wall covering and tableware that is flatware, glassware and dinnerware (Diamond and Diamond, 2013).

Home fashion and home décor are thus umbrella terms used for the segments of home furnishings and home accessories. However, fashion trends are more often seen to influence the soft goods and home furnishing lines, like bed, bath, and table linens; curtains and draperies; upholstery fabric; and area rugs (Stone, Elaine, 2018; Abraham and Whewell, 2021). **Home fashion textiles can be understood as the popular, decorative and trendy products in the range of home textiles.** Just as we dress in fashionable clothes, our homes are dressed up with home fashion textiles. Interior design imbues meaning, relevance and heart to a space, while home fashion textiles provide personality, character and atmosphere (Kilmer and Kilmer, 2014, pp. 409–422; Karthik and Gopalakrishnan, 2020).

The incidence of the worldwide pandemic re-defined the home into a haven and transformed it into a co-living and co-working space for inhabitants throughout the lockdown periods in India and the rest of the world. Within the confines of their physical houses, people designed and decorated their spaces for multiple uses. As the home has become the centre stage of human activity, the emphasis shifted to relooking at the house and its decoration. The global home textiles trade has gathered full momentum after the pandemic period and stood at US\$60 billion in 2021. It is expected to reach US\$85 billion by 2030 at a compound annual growth rate of more than 4% (Fibre2Fashion, 2023; Wazir Advisors, 2023).

The domestic home textiles market in India valued at more than US\$9 billion in 2022-23 is expected to outperform the global growth at a CAGR of more than 7% during the period 2023-2031 (Imarc, 2023; Wazir Advisors, 2023). Home textiles as a segment is growing by leaps and bounds, therefore an understanding of the scenario in the home fashion textiles after the pandemic acquires meaning and relevance.

Trends in Home Fashion Textiles

The term trend in fashion refers to a current style, and preference and connotes general direction or movement (Stone, 2008; Kim, Fiore and Kim, 2011; Rousso and Ostroff, 2020).

Initially, a nautical term, the meaning of the word trend became broader in the 19th century to refer to a “general tendency” and by the middle of the 20th century, the word became associated with fashion in the context of preference for a dress by a majority of people at a given time and place (Mackinney-Valentin, 2010). Other terms associated with trends are style, fad, taste, craze, look and vogue.

In the context of home fashion textiles, trends can refer to the prevalent drifts in products, consumers and markets. Product trends may include a specific product, style, material, colour, pattern and finish. Consumer trends can be about the

consumer profiles, demographics, psychologies while market trends can be about distribution channels and retail environments.

It is commonly understood that design trends in the home follow the apparel trends with a lag of about a year, though “previous years’ fashions are not completely replaced by new offerings” (Stone and Farnan, 2018). However recent studies have not been able to establish definite sequential relationship in home furnishings and apparel (Johnson and Ulrich, 2018). Thus, home fashions have their unique trends that may or may not be influenced by fashion in apparel.

Some important historical trends in Indian home textiles, in terms of material, product range and imagery, are discussed by McGowan (2016). The research talks about the expanding use of curtains, table linen, pillows and furnishing fabrics made in khadi, mill cloth and traditional handlooms like brocades during the first half of the twentieth century in western India (McGowan, 2016).

Globally, the pandemic has ushered trends in home fashion focussing on nature, eco-friendly materials and hygienic finishes which may continue in the long run (Bansal, 2021; Choudhary and Vasudha, 2021; Imm cologne, 2022). The trend towards online shopping which had started before the pandemic accelerated during the lockdown (Beckers *et al.*, 2021; Koo and Youn, 2021) and has become a permanent reality (Gupta and Mukherjee, 2022)but its impact on high tactility based semi durable products of home textiles is not fully understood. Further specific studies for the Indian market are scant. Thus, this study attempts a systematic study of trends in Indian home décor and fashion textiles, after the pandemic scenario.

Methodology

Many trade articles have discussed the resurgence in the home fashion textiles but an in-depth understanding is non-existent. This study was conducted by interviewing 12 design consultants, designers and brand managers of major home textile brands in the organised market known for home textile products and having an all-India presence in terms of stores or online deliveries. The brands together representing both mass and premium markets were chosen on the basis of purposive sampling. The details of the experts are given in table 1.

Sr. No.	Code of the Interviewee	Designation	Brand	Years of Experience	Home Textiles’ Product Range
1	A1	Senior Manager	D’Décor	9	Bedding products -

		Design Dept.			bedsheets and pillow covers, curtains, and upholstery fabric, cushion covers
2	B2	Senior Manager	Swayam	8	Bedding products - bedsheets, throws, dohars and pillow covers; Cushion covers, table linen; curtains
3	C3	Deputy General Manager	Boutique Living	11	Bedding products - bedsheets, comforters, dohars and pillow covers
4	D4	Design Head, Domestic Division	Spaces by Welspun	15	Bedding products - bedsheets, throws, dohars and pillow covers
5	E5	Senior Textile Designer	Fabindia	6	Cushion covers, table linen, bedding products
6	F6	Design Manager	India Circus	12	Cushion covers,

					table linen
7	G8	Design Head	Nesterra	10	Home furnishing yardages and bedding products
8	H9	Design Head	Pure Home Concept	15	Home furnishing yardages, cushion covers, bedcovers
9	J11	Design Head	Maspar	20	Bedding products, table linen
10	K12	Creative Head	Portico (Reliance)	20	Bedding products, table linen, kitchen linen
11	L13	Design Consultant	Multiple brands	25	Home furnishing products
12	M14	Senior Designer	Floor and Furnishings	12	Cushion covers, bedding products, curtains, home furnishing yardages

Table 1: Summary of the designers and managers interviewed from leading home furnishing and home fashion brands

The experts were given a background of the research objectives and consent was taken to record the interviews that lasted 30-40 minutes following an open-ended format where they were asked questions about the emerging trends and new innovations in home fashion as well as encouraged to share professional insights on these trends after the pandemic both at a general and specific level.

The audio interviews were transcribed verbatim using an AI software and re-read multiple times to rectify the errors in translation, colloquial terms, duplicate or repetitive words without losing the meaning of the dialogue.

Next, phrases and sentences of interest with respect to the common questions were selected from the transcribed textual data and transferred in a table following the steps of recursive abstraction (Polkinghorne and Arnold, 2012; Polkinghorne and Taylor, 2022). Figure 1 shows this initial data collation from the interviews of all the experts which was colour coded according to emerging categories.

Common questions	A1	B2	C3	D4	E5	F6	G8	H9	J11	K12	L13	M14
What have been the major consumer trends after pandemic	Consumers are increasingly looking for eco-friendly and sustainable bedding options, including organic materials like cotton, bamboo, and recycled fibers.	# home textiles not seen as necessity # awareness to buy for "my" home # people do lot of online research for offline buying # people want customised designs		# people are more aware # people are looking for products that are more than just pretty # people are aiming for aspirational products as well as comfort # people are open to new things now # people are looking for quality	# high interest in home textiles # aesthetically people pay more attention		# people are looking for functional fabrics in home - water repellent, stain repellent	# consumer knows, what design and what quality, what color should look nice in my home	# Now they are seeing that the home is also a part of living thing	# move to being sustainable	# People have realised importance of home after covid # way the home looks has become very important # consumer have aspiration # major consumer time spent on social media # consumer in tier 2 and tier 3 cities have more affinity to buy	# Now they want to achieve a look not just buy a curtain # everyone doing own research # everyone makes moodboard on Pinterest # very much inspired by western culture # earlier clients had budget in mind but not now # they want to
What are the prominent product trends after 2021-22	# consumers prefer 100% cotton # People don't prefer styling in printed bedsheets # Geometrics and abstracts are doing well, not just florals # Products that help regulate body temperature, such as cooling sheets and mattresses with temperature control features, have become popular.	# sober and non brights are also doing good # color shift to pastel and sober colors # order for fitted bedsheets has increased # they need engineered patterns	# best selling for us is small floral print on cotton	# best selling are bold florals and geometrics # bold scale post pandemic - more visible # sheers in curtains work for us (cutwork applique) # running look does not work - it should not look like we made it from a yardage of apparel - it should be layouted # layering in bedding	# best selling are bold florals and geometrics # we are shifting our design language to subtle colors and away from funky # we are moving to sustainable ranges	# trend towards colourful, vibrant products # there is demand for bling as well as natural looking - feel and texture # geometrics and abstracts are more in demand than florals	# People are going towards muted, neutral tones # there is demand for recycling # big demand for polyester-y shinning thing to natural like bamboo and tencel # textures are doing very well in bedding	# design is more modernised and has western look and feel # big demand for recycling	# vintage muted colors are doing well # slowly we see the cotton and the natural material - people are diverting from polyester-y shinning thing to natural like bamboo and tencel # textures are doing very well in bedding	# lot of earthy tones away from bright colors # biophilic is a major trend - nature as inspiration # organic and fluid, not sharp # very raw and textured finishes from nature		# people are looking forward to colourful prints and florals
What are the major market trends after pandemic?	# There is a huge awareness of hygiene, leading to a demand for antimicrobial and hypoallergenic bedding products and consumers are willing to invest more in products which are health centric.	# online buying has increased # social media engagement has become important # competition has intensified	# online is more about younger crowd	# explosion of demand from tier 2 cities			# there is influence of pinterest		# lot of marketing through website # Cotton linen natural material sustainable is another talking thing in the market.	# slow shift towards new fibers	# consumer centric market # B2C is very strong	# market moving towards neutral textures
New products or finishes that the brand has introduced	# people are demanding special finishes like anti bacterial and anti viral # Looking after the demand of Linen in the Domestic market, D'Decor has introduced Linen in the Bedding which is really doing good.	# we get lot of enquiries about linen and bamboo # people are demanding suede and velvet in home textiles # jute like material is doing well for living rooms # new finishes like fire retardant are not doing well	# we do innovative fabrics like bamboo cotton and tencel.	# linen in bedsheet	# we are venturing into heavy textured cotton and jute # there is demand for wider widths		# we have introduced lots of recycled fabric	# we give cool temperature finish in bedding	# we are doing bamboo and linen in our collection # we are working with using high quality yarn from cotton waste # We also have this new patented technology which helps in Regularizing your blood circulation, And that helps to, make your sleep better. It helps you rejuvenate your entire body.			

Figure 1: Responses for the initial set of questions colour coded according to broad emerging ideas.

The coloured content was paraphrased to make it concise making sure that the original response of the interviewee remains true to the original. Questions and content were combined under similar themes for all the interviews. Table 2 shows the broad themes and codes after applying the steps of recursive abstraction (Polkinghorne and Arnold, 2012; Polkinghorne and Taylor, 2022). About eight themes emerged from the interview data which was compared with the second data set of social media posts.

Themes	Comments (paraphrased)	Codes
Home and Self	<ul style="list-style-type: none"> ○ Not just seen as necessity ○ Home as part of living entity ○ Realised importance of home after Covid ○ High interest in home textiles 	<ul style="list-style-type: none"> ● Home decor as part of living
	<ul style="list-style-type: none"> ○ Awareness to buy for "my" home ○ People are more aware ○ Awareness of what would look good in home 	<ul style="list-style-type: none"> ● Awareness about home
	<ul style="list-style-type: none"> ○ They want to achieve a look not just buy a curtain ○ Looking for products that are more than just pretty ○ Aesthetically more attentive ○ Way the home looks has become very important 	<ul style="list-style-type: none"> ● Aesthetically attentive ● Achieve a look
	<ul style="list-style-type: none"> ○ People are aiming for aspirational products as well as comfort ○ Consumer have aspiration - want to achieve luxury feel in their house 	<ul style="list-style-type: none"> ● Aspirational buying
Online buying and engagement	<ul style="list-style-type: none"> ○ People do lot of online research for offline buying ○ Everyone doing own research 	<ul style="list-style-type: none"> ● Online research of products
	<ul style="list-style-type: none"> ○ Online buying has increased ○ Online is more about younger crowd 	<ul style="list-style-type: none"> ● Online buying
	<ul style="list-style-type: none"> ○ Social media engagement has become important ○ Major consumer time spent on social media ○ There is influence of pinterest ○ Everyone makes moodboard on Pinterest 	<ul style="list-style-type: none"> ● Social media influence ● Social media engagement
	<ul style="list-style-type: none"> ○ Lot of marketing through website 	<ul style="list-style-type: none"> ● Website marketing
Sustai	<ul style="list-style-type: none"> ○ Consumers prefer 100% cotton 	<ul style="list-style-type: none"> ● Cotton and jute

nable	<ul style="list-style-type: none"> ○ Slowly we see the cotton and the natural material ○ Venturing into heavy textured cotton and jute ○ Cotton, linen natural material sustainable is another talking thing in the market. 	
	<ul style="list-style-type: none"> ○ People are diverting from polyester-y shining thing to natural like bamboo and tencel ○ Have introduced Linen in the Bedding which is really doing good. ○ Get lot of enquiries about linen and bamboo ○ Doing linen in bedhseets ○ Bamboo and linen in our collection ○ We do innovative fabrics like bamboo cotton and cotton tencel. 	<ul style="list-style-type: none"> ● Linen and bamboo ● Blends of natural materials
	<ul style="list-style-type: none"> ○ We are moving to sustainable ranges ○ Big demand for recycling ○ we have introduced lots of recycled fabric ○ We are working with using high quality yarn from cotton waste 	<ul style="list-style-type: none"> ● Sustainable ranges ● Recycled material
Health and well-being	<ul style="list-style-type: none"> ○ Demand for antimicrobial and hypoallergenic bedding products and consumers are willing to invest more in products which are health centric. ○ We also have this new patented technology which helps in regularizing blood circulation and make your sleep better. It helps you rejuvenate your entire body. ○ People are demanding special finishes like anti-bacterial and anti-viral 	<ul style="list-style-type: none"> ● Health related products ● Well-being enhancing
	<ul style="list-style-type: none"> ○ We give cool temperature finish in bedding ○ Products that help regulate body temperature, such as cooling sheets and mattresses with temperature control features, have become popular. ○ Hygro-cotton is one of our bestsellers 	
Not just florals	<ul style="list-style-type: none"> ○ Geometrics and abstracts are doing well, not just florals ○ Best-selling is small, bold floral print and geometrics ○ Geometrics and abstracts are more in demand than florals 	<ul style="list-style-type: none"> ● Apart from floral patterns, geometrics and abstracts are gaining ground

	<ul style="list-style-type: none"> ○ People are looking forward to colourful prints and florals 	
	<ul style="list-style-type: none"> ○ Need engineered patterns ○ Running look does not work ○ It should have layout according to product 	<ul style="list-style-type: none"> ● Layout patterns in products
Colour shifts	<ul style="list-style-type: none"> ○ Sober and non brights are also doing good ○ Colour shift to pastel and sober colours ○ Vintage muted colours are doing well ○ Move towards muted, neutral tones and textures ○ Shifting our design language to subtle colours and away from funky ○ lot of earthy tones away from bright colours 	<ul style="list-style-type: none"> ● Move towards muted and neutral tones away from bright colours ● Bright colours also exist in some trends
	<ul style="list-style-type: none"> ○ Large shift moving away from bright colours, of course there are trends about bright colours ○ trend towards colourful, vibrant products 	
Towards Nature	<ul style="list-style-type: none"> ○ Biophilic is a major trend - nature as inspiration ○ There is demand for bling as well as natural looking - feel and texture ○ Very raw and textured finishes from nature ○ Earthy textured cotton linen bed linen does well 	<ul style="list-style-type: none"> ● Nature inspired textures
Other trends	<ul style="list-style-type: none"> ○ People are looking for functional fabrics in home - easywash, stain repellent ○ There is demand for wider widths 	<ul style="list-style-type: none"> ● Functional finishes ● Wider widths

Table 2- Themes and codes from the interview data

The second data set comprised of the social media posts from the period 2022 to 2024 across popular product categories of home textiles like bedding, curtains, table linen and cushion covers that represent trends (Stone, Elaine, 2018)- in 4 pan-India brands in each category. 12 posts of each brand were chosen across the three-year period, with 48 data points in every product and 192 posts for all home fashion textiles. The criteria for selection of posts were presence of a clear image of the product with description and non-negative comments on the post.

The images for each product category were carefully observed for drawing inferences about colour, patterns, style, techniques, season and any special features (if available). Table 3 contains an example of the content analysis of one of the product categories.

Content Analysis: Bedsheet posts											
Colour family		Colour palette		Pattern		Pattern Scale		Pattern Forms		Main Technique	
neutral	4	contrast	3	engineered	11	small	5	architectural	1	dyed	3
multicolour	3	dark tone	2	all over	34	medium	27	cupcakes	1	embroidered	1
red	4	mid tone	14	solid	3	large	13	ethnic	8	printed	44
pastel	3	muted neutral	13			NA	3	floral	19		
blue	3	pastel	3					geometric	9		
green	2	vibrant	13					paisley	2		
coral	1							none	3		
brown	1							stylised	4		
								textured	1		
	48		48		48		48		48		48

Table 3: Content Analysis of the bedsheet social media posts collected from the period 2022 to 2024

The content analysis was then aggregated for all the four product categories by adding the percentages of the findings. An average percentage was calculated for all the posts under each of the observed sets. The aggregate figures are presented in table 4.

Parameter Product Category	Colour Palette		Pattern		Pattern forms		Main Ornamentation Technique		
	Vibrant	Muted and neutral	All over	Engineered	Floral	Non floral	Embroidered	Printed	Woven Jacquard
Bedsheets	27	27	69	25	40	46	2.08	91.67	0
Curtains	21	54	83	4	40	44	27.08	20.83	31.25
Bedsheets and curtains	24	41	76	15	40	45			
Table Linen	60	17	42	50	40	52	6.25	85.42	0
Cushion Covers	75	15	19	73	69	25	62.50	27.08	0
Table linen and cushions	68	16	30	61	54	38			
All Average	46	28	53	38	47	42			

Table 4: Aggregate figures of the content analysis of social media posts

The emergent information categories from both the interviews and social media posts were put together to formulate the overall trend scenario discussed in the next section.

Results and Discussion

The major general trends with respect to consumers, products and markets are discussed below, followed by more specific and micro level trends in home textiles that have emerged from the data sets in the post pandemic scenario.

I buy for MyHome

A major shift in the Indian home (residential) textiles sector is the high interest in home and its aesthetics which has led to attentiveness towards these textiles. In the words of leading home textile brands' designers. *"There is awareness to buy for "my" home" and "now they (consumers) are seeing that the home is also a part of living....."* At the same time, home textile products are no longer a *"necessity"*. *"Now they (consumers) want to achieve a look not just buy a curtain."* So aesthetically consumers are more aware and the way the home "looks" has become very important. During the pandemic, online interactions made everybody's homes visible to the rest of the world and from there the need was felt to make the rooms reflect an image and decorate it accordingly. The time spent at home also made everyone aware of one's surroundings and the desire to make them better. This has become a continued phenomenon and the home textile brands are seeing an explosion of demand specially from the tier-2 and tier-3 cities of India where the maximum number of working youngsters from metro cities migrated back during pandemic. Revival of tourism, foreign holidays and the growing presence of social media has kept this interest in home textiles buoyant. The consumers are demanding luxury and styles consistent with western sensibilities. *The "aim is aspirational products as well as comfort" and "they want to achieve luxury feel in their house."*

Online Buying and Engagement

A major shift in the market has been towards online shopping and research. E-commerce has seen a major boost during and after pandemic (Koo and Youn, 2021) and home textile sector is riding that boost. But what is distinct about this shift in home-based textiles is that, consumers are using the social media to get more information about these products before in-store purchases.

"People are that much more aware and educated about things like thread count, fabrics when they pill, things that earlier only people who worked with textile knew. But today, the awareness is there, thanks to the internet." Online buying according to some experts is *"more about the younger crowd"* and *"people who don't have time"*. But *"everyone is doing their research and everyone makes their mood-board (for interior looks) online."*

Brands have responded by enhancing their online presence in terms of direct-to-consumer websites as well as social media visibility. Social media engagement has become very important as major consumer time is spent there - *"Now, these days, if you*

post a photo, they (consumers) might not even see that...versus if you post an engagement reel on the social media so the engagement is better over that." A lot of marketing happens online and social media influence is palpable. In other words, the home textiles have become a very consumer centric market with B2C engagement where competition is intensifying.

Demand for Sustainable Materials

The trend towards becoming sustainable or the necessity of embracing natural fibers(Heimtextil, 2024) is highlighted by leading trend forecast agencies globally and domestically (Housley and Team, 2021; Asian Paints, 2023)This definite trend towards sustainability is reiterated by almost all experts during the interviews as well. According to a design manager with more than 20 years of experience in the domestic Indian market and exports talks about a *"diversion towards natural material away from polyester-y shiny material."* The demand for 100% cotton has increased and so has the demand for recycled material even in the non-premium segments. Furnishing and home textile brands have introduced innovative fabrics with blends of cotton with Tencel or bamboo as well as linen as a material in their collections. Efforts are under way for developing material and products from high quality natural yarns derived from textile waste. Though organic cotton has not done so well, the adoption of other natural fibres and blends is positive.

Not just Florals

In terms of specific trends, florals continue to be bestsellers (specially in bedsheets) but there is a growing demand for geometrics and abstracts patterns in soft home furnishings which was not the case before 2020. The Instagram posts also corroborate these findings. In soft furnishing lines of bedding, curtains and table linen, the florals are as visible as abstracts and geometric designs.

Another tendency is incorporating nature into home décor by way of organic forms, raw textures and nature inspired looks. This preference for biophilic and bringing nature in homes is a worldwide trend (Riberti and White, 2022; Asian Paints, 2023). Consequently, the product offerings in India have incorporated lot of raw and natural looking looks - heavy textured cotton, natural jute as well as jute-like surfaces.

At the same time, *"engineered patterns"* are preferred to *"running look"*. In the words of a designer from India's niche apparel and home fashion brand, *"It should not look like we made it (product) from a yardage of apparel - it should be layout-ed."*The placement or engineered patterns are not very evident in bigger products like bedsheets and curtains but the social media posts show the predominance of layouts in products like table linen and cushion covers.

Colour Shifts

The colour preferences in home textiles are surely and steadily moving towards neutrals, sobers and pastels. Brands that earlier did funky or bright colours are *“shifting design language to subtle colours and away from funky.”* According to a brand manager dealing with soft furnishing products, *“Earlier we used to do around 80 percent of the collection as bright. These days we have divided it into 50- 50. The reason being that a lot of inquiries have, started coming that we need sober patterns. We are not only looking for the brighter ones.”*

“People are going towards muted, neutral tones” and there are *“lot of earthy tones away from bright colours.”* The bedding and curtains reflect this muted colour palette trend in social media posts as well but for textile products like cushion covers and table linens, vibrant colour palettes prevail. This can be explained by the fact that cushions and table linens are more of accent products that are used to add interest and a contrast of colour in an interior.

Health and Well-being

Another notable trend after the pandemic has been a focus on health and well-being. This is reflected in the wide availability and demand of special anti-bacterial and anti-viral finishes in home textiles. There is *“demand for antimicrobial and hypoallergenic bedding products and consumers are willing to invest more in products which are health centric.”* Brands are also incorporating novel technologies that help regularize blood circulation for better sleep, or material that helps regulate body temperature. As a consequence of this trend cooling sheets, temperature control mattresses and well-being pillows have become popular.

Other trends

Some other trend and shifts are in terms of demand for functional finishes like easy care and stain repellent. There is also a demand for very wide widths of fabrics (more than 8 feet) specially in curtains.

Conclusion

Trends by nature are transient but this study has been a first attempt to bring out some of the persisting trends in India after pandemic that have transformed home fashion textiles forever and shall form the benchmark for all future developments. Today's trends are seeds of evolution for tomorrow's fashion and trends (Kim, Fiore and Kim, 2011, p. 4). Transformed into a consumer centric market, home textiles are witnessing a surge in demand and intensified competition for all the market players. The brands and manufacturers are trying to engage consumers, in the new online formats, while the consumers are much more informed about home textiles and its products.

Indian home fashion textile market has historically been discount-oriented but now there is a consumer willingness to spend beyond budgets and discounts if it ensures comfort, quality, health and well-being at both mass and premium levels. These insights are of value to the designers and managers targeting home fashion textile business.

The desire to decorate one's homes according to an aspirational look or intended luxury is the new normal.

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