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Why Fashion Brands
Are Betting Big on
Q-Commerce Ads

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THE F/W '26 BUYING GUIDE



KEY STYLES,
TRENDS &
CONSUMER
INSIGHTS

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Since its inception in 2017, House of Fett has steadily positioned itself within India's contemporary womenswear landscape as a brand that understands both aspiration and accessibility.

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Social commerce is transforming how apparel is sold in India, with platforms enabling brands to reach new markets, especially in Tier-2 and 3 cities.
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Neel Bafna, Founder, Banana Club



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The sustainable fashion market is maturing quickly, as informed consumers are pushing brands to bring real innovation in materials, manufacturing, traceability, and supply chains.



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No textile cluster in India has been spared the fallout of the Iran-Israel-US war, and its impact is now being felt across every layer of manufacturing.



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Emerging as a compelling counterpoint to overly processed finishes, brut denim or raw denim is reclaiming the space within contemporary wardrobes.