

DESIGN CAPSULE · INDIA 2026–28

Design Capsule: Gen Z fusion

Kurtas with jeans and sneakers, sarees with trainers, oversized fits and co-ords: India's young shoppers mix it all.

Forecut Editorial · 11 October 2026



Mood and colour

Indigo
19-3864 TCX
#2F3F7A

Sage
15-6414 TCX
#9FAE8F

Rust
18-1248 TCX
#B5522B

Ivory
11-0104 TCX
#F3ECDC

Pantone TCX (cotton) codes are the nearest match to the screen colour; confirm against a physical Pantone book and lab dips before production.

Why? Gen Z makes up 40–45% of India's online shoppers and drove almost half of new orders in 2025. They discover styles on social video and buy fast, often through quick commerce.

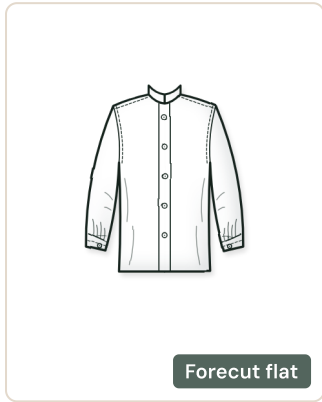
What? Gen Z mixes ethnic and street: short kurtas over jeans, sarees with sneakers, jackets over lehengas, oversized tees, baggy denim, athleisure co-ords and gender-fluid boxy tailoring.

Who's showing it?

- **Gully Labs:** Everyday leather sneakers with Indian colour stories
- **Payal Pratap and Jubinav:** Embroidered jackets and sporty knitwear

Key pieces

Forecut flat sketches with reference photos, ready to brief into design.



Short kurtas with jeans

RISING

Hip-length kurtas worn with denim for everyday wear.

Festive 26
Rising

Summer 27
Rising

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Sarees with sneakers

RISING

Sarees worn with clean sneakers for day events.

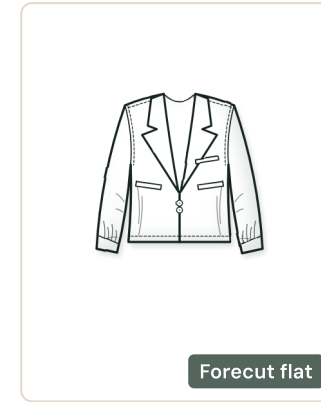
Festive 26
Rising

Summer 27
Rising

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Jackets over lehengas

RISING

Cropped or denim jackets layered over lehengas.

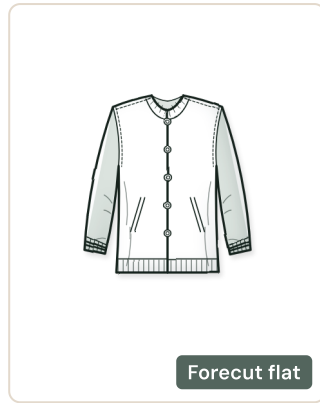
Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading



Baggy and wide-leg jeans

PEAKING

Relaxed, wide denim for comfort.

Festive 26
Peaking

Summer 27
Peaking

Festive 27
Fading

Summer 28
Fading

Festive 28
—

Athleisure co-ord sets

RISING

Matching jogger and sweat sets for hybrid campus days.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Peaking

Summer 28
Peaking

Festive 28
Fading

Varsity jackets

RISING

Retro varsity jackets for campus wear.

Festive 26
Rising

Summer 27
Peaking

Festive 27
Fading

Summer 28
Fading

Festive 28
—

Price guide (India)

KEY GARMENT	VALUE	MID	PREMIUM
Short kurta	₹499–999	₹1,200–2,500	₹5,000+
Baggy or wide-leg jeans	₹799–1,499	₹1,800–3,500	₹6,000+
Athleisure co-ord set	₹999–1,999	₹2,500–5,000	₹9,000+

Cost to make: Low. Simple shapes and fast fabrics keep costs low. Win on speed, size range and social-ready styling.

How to build the capsule

- Style every ethnic hero piece with sneakers and denim in imagery.
- Launch small, fast drops and watch social signals weekly.
- Make sure products are listed on quick-commerce and marketplace apps.

Sources: Outlook Business on Gen Z and e-retail; Pearl Academy Gen Z trend reports; Lakmé Fashion Week 2026 coverage.