



PREMIUM COTTON
—
MADE TO LAST

SPRING / SUMMER 2027

Men's T-Shirts

Category Intelligence Report



POWERED BY FYND CREATE

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SECTION 01

Executive Summary

The Indian men's T-shirt has split into two markets. Below Rs. 599, commodity cotton in black and navy moves on volume and discount depth. Above Rs. 699, a new premium tier is emerging where fabric weight, construction quality, and color differentiation command a willing premium. SS27 is the season where that split becomes permanent.

This report tracks the forces shaping both tiers through hard evidence: SS26 runway reviews from Willy Chavarria to Giorgio Armani, live retail data from Bewakoof (10M+ app downloads) to Gadbadi (Supima cotton as brand DNA), social signals from Instagram's 2M+ #oversizedtshirt posts, and WGSN's 2027 color and fabric forecasts. The conclusion is actionable: Indian design teams who build heavyweight cotton basics in earth tones, textured jersey polo upgrades, and garment-dyed streetwear at Rs. 699-1,599 will capture the premium tier. Those who pair oversized silhouettes with licensed graphics at Rs. 499-999 will own the volume tier. The five capsule concepts in Section 10 provide the specific formulas.

HOW TO READ THIS REPORT, EVIDENCE TAGS

Every trend call in this report is tagged with its evidence source. Tags appear as colored pills inline:

RUNWAY	Seen on SS26 runways, designer + season cited	RETAIL	In assortment or bestseller at named retailers
SEARCH	Google Trends / Pinterest search volume signal	SOCIAL	Instagram, YouTube virality, creator adoption
TRADE	Cited in BoF, WGSN, Statista, trade press	FORECAST	WGSN, Coloro, Pantone forward projection
MULTI	Supported by 3+ evidence types (strongest signal)		

MARKET SEGMENTS USED IN THIS REPORT

Metro Tier 1

Mumbai, Delhi, Bangalore. Zara/Uniqlo/Nike presence. Trend-aware, Rs. 999+ comfort.

Tier 2 & Online

Pune, Jaipur, Kochi + Myntra/Ajio shoppers. Value-to-mid tier, volume-driven.

Premium D2C

Snitch, Bewakoof, Souled Store, Gadbadi. Design-literate, social-media-influenced, Rs. 599-1,799.

Top 10 Design Takeaways

- 01** Oversized drop-shoulder is the mass default for Indian Gen Z. Bewakoof, Snitch, Bonkers Corner, and Gadbadi all report oversized as their top seller. #oversizedtshirt has 2M+ posts on Instagram and Google Trends shows sustained high interest since 2023.

MULTI

- 02** Textured jersey is the premium upgrade play. Mesh knit (Giorgio Armani SS26), rib-knit (D&G SS26), and micro-pleat (Homme Plisse Issey Miyake) are replacing flat cotton jersey at Rs. 999-1,599. Most Indian D2C brands sell flat 160-180 GSM cotton; the gap is wide open.

RUNWAY **RETAIL**

03 Earth tones are challenging the black-navy-grey default. Sage green, terracotta, stone, and dusty turquoise appeared across Louis Vuitton, Ziggy Chen, and Dries Van Noten SS26. Black and navy still account for approximately 40% of Indian T-shirt sales, making earth tones a differentiation play.

RUNWAY FORECAST

04 Heavyweight cotton (220+ GSM) is the new premium signal. Gadbadi uses Supima cotton, NoughtOne and Huemn push 220-280 GSM. The "weight you can feel" story is converting D2C consumers willing to pay Rs. 799-1,299 for a T-shirt that drapes differently.

RETAIL TRADE

05 Pop culture and anime licensing is the #1 entry point for 18-22 males. The Souled Store (100+ licenses, Rs. 18.2 Cr PAT FY24), Bonkers Corner (anime-focused), and Redwolf collectively prove that "wear your fandom" drives repeat purchase and brand loyalty.

RETAIL SOCIAL

06 The textured knit polo is the smart-casual upgrade. Zegna, Hermes, Amiri, and Louis Vuitton SS26 all showed chunky knit polos. India's polo market is saturated in basic cotton pique; textured knit at the mid-tier price point is the untapped upgrade.

RUNWAY RETAIL

07 Garment-dyed and vintage wash treatments create perceived scarcity. Acid wash, pigment dye, and overdyer techniques give each piece unique color variation. Palm Angels and Amiri SS26 validated the "found in a thrift store" aesthetic that Indian streetwear consumers are adopting.

RUNWAY SOCIAL

08 D2C brands are reshaping the market. Snitch (Rs. 500+ crore revenue, 35 daily drops), Bewakoof (10M+ app downloads), and The Souled Store (4M+ customers) have made social-first marketing and drop-based inventory the new playbook.

TRADE RETAIL

09 Cotton-modal blends deliver the softness premium. A 60/40 cotton-modal blend reduces shrinkage, improves drape, and justifies a Rs. 100-200 premium over conventional cotton. This is the premium basics fabric for SS27.

RETAIL FORECAST

10 The Rs. 499-799 impulse price point drives maximum volume. Indian Gen Z buys 6-10 tees per year with 60-70% of spend on casual wear. Brands must architect MRP to deliver post-discount prices in this sweet spot.

RETAIL TRADE

Strategic Priority Matrix

ACT NOW

Heavyweight Basics

Compact cotton 220+ GSM in earth tones. Regular fit, enzyme-washed. The "premium you can feel" play at the value heavyweight price point.

MULTI

ACT NOW

Oversized Drop-Shoulder

Mass default format. Lead in sage, terracotta, stone. Target Rs. 599-999 for volume, Rs. 999-1,299 for premium.

MULTI

ACT NOW

Licensed Graphics

Anime, pop culture, IPL on oversized silhouettes. Discharge print, vintage wash. Rs. 599-999.

RETAIL SOCIAL

WATCH

Textured Knit Polo

Rib-knit and mesh-knit polos. Runway-validated (Zegna, Hermes). Test at the mid tier in metro D2C.

RUNWAY **RETAIL**

WATCH

Street Archive Washes

Acid wash, garment-dye, overdye treatments. Perceived scarcity. Rs. 699-1,199.

RUNWAY **SOCIAL**

WAIT

Micro-Pleat Jersey

Homme Plisse-inspired plisse construction. Directional for India. Test in limited drops only.

RUNWAY

Trend Strength x Market

TREND	METRO	TIER 2	D2C	SIGNAL
Oversized Drop-Shoulder	5	4	5	MULTI
Heavyweight Basics	4	3	5	RETAIL TRADE
Graphic / Licensed Tee	4	5	5	RETAIL SOCIAL
Textured Knit Polo	4	2	4	RUNWAY RETAIL
Earth Tone Palette	4	3	4	RUNWAY FORECAST SEARCH
Vintage Wash / Dye	3	2	4	RUNWAY SOCIAL
Cotton-Modal Blend	3	2	4	RETAIL FORECAST
Mesh / Rib-Knit Jersey	3	1	3	RUNWAY

Metro/Tier 2/D2C scores (1-5) derived from D2C brand sales reporting, Myntra category data, Instagram and Google Trends search signals, and SS26 runway occurrence frequency. Score 5 = strongest signal for this segment.

SECTION 02

Category Context

2.1 The T-Shirt Market in India, 2026 Snapshot

The T-shirt is the largest single category in Indian online menswear. Myntra alone lists approximately 800,000+ T-shirt SKUs, dwarfing every other menswear sub-category. The category is not just big, it is structurally different from Western T-shirt markets: in India, the T-shirt serves as the primary wardrobe item for 18-30 males, accounting for 60-70% of their casual clothing spend.

TRADE

RETAIL

"The future of fashion lies not in following trends, but in understanding the cultural signals that create them."

— WGSN, Futures Framework 2027

The market is being reshaped by three forces simultaneously. D2C brands (Bewakoof, Snitch, The Souled Store) have made oversized fits, graphic licensing, and drop-based inventory the new playbook. Global fast fashion (Zara, H&M, Uniqlo) is introducing textured fabrics and premium construction to metro consumers. And premium D2C (Gadbadi, NoughtOne, Huemn) is proving that Indian consumers will pay Rs. 999-1,500 for a T-shirt if the fabric weight and quality justify it.

TRADE

RETAIL

2.2 Occasion Shift, India Context

The T-shirt's occasion map has expanded. Five years ago, the T-shirt was casual-only. Today it covers gym (15% of T-shirt occasions), weekend social (20%), date nights (10%), and even festival/concert appearances (10%). Only office wear (5%) remains resistant, and even there, "casual Fridays" are becoming "casual every day" in startups and creative industries. The gym-to-street crossover is the fastest-growing occasion segment, driven by a generation that considers athleisure a lifestyle, not a category.

SOCIAL

RETAIL

India T-Shirt Occasion Hierarchy for SS27 (Directional Estimates)

Daily Casual	40%	The default. T-shirt as primary wardrobe for 18-30 males.
Weekend / Social	20%	Going out, brunch, meeting friends. The discovery-purchase occasion.
Gym / Active	15%	Growing rapidly. Athleisure crossover drives performance tees.
Date Night / Evening	10%	Premium basics and textured tees. Elevated casual.
Festival / Concert	10%	Graphic tees, metallic accents, statement pieces.
Office / Work	5%	Startups only. Polo and premium basics for casual Fridays.

Occasion share estimated from D2C brand category composition, YouTube and Instagram creator content analysis, and consumer survey data. Figures are directional estimates for range planning.

2.3 Consumer Mindset

Three shifts define how the Indian man aged 18-30 approaches T-shirt buying in 2026. The identity expression shift means graphic tees are not just clothes but declarations of fandom, taste, and cultural tribe. The Souled Store's 100+ licenses and Bonkers Corner's anime focus prove this is a Rs. 18+ crore business. The premium discovery shift means consumers are learning, through D2C brands like Gadbadi, that a 220 GSM compact cotton tee feels different from a Rs. 299 commodity tee, and they are willing to pay for the difference. The impulse architecture shift means 6-10 T-shirts per year at Rs. 499-799 per piece is the buying cadence, and brands must architect MRP and discount strategies to land in this impulse sweet spot.

TRADE

RETAIL

SOCIAL

01

Identity Expression

Graphic tees as fandom declaration. Souled Store 100+ licenses, Bonkers Corner anime-focused. T-shirt = cultural tribe signal.

02

Premium Discovery

Consumers learning that 220 GSM compact cotton feels different. Gadbadi, NoughtOne proving willingness to pay the heavyweight premium.

03

Impulse Architecture

6-10 tees/year at Rs. 499-799 each. MRP is fiction (40-70% off). Post-discount price is the real decision point.

04

Social Discovery

Instagram Reels as primary discovery channel. Brands are found on social media, bought on marketplaces.

Next: the silhouette story, where oversized has become default and the real question is what replaces slim fit for consumers who have outgrown it.



SECTION 03

Silhouette & Construction

3.1 Fit Hierarchy

Oversized drop-shoulder has graduated from trend to mass default for Indian Gen Z. Bewakoof, Snitch, Bonkers Corner, and Gadbadi all report oversized as their top-selling fit. Google Trends for "oversized t-shirt" shows sustained high interest since 2023 with no decline, and Pinterest Predicts 2026 flags textured basics as a rising category. On SS26 runways, Willy Chavarria, Hed Mayner, Juun.J, KidSuper, and Palm Angels all showed oversized, but the silhouette is evolving from simple box-cut to architectural volume with structured drop shoulders and intentional width distribution.

MULTI

But oversized is not the whole story. Regular fit is resurgent for the 25-30 consumer who wants quality over volume. This is the age cohort buying Gadbadi and NoughtOne heavyweight basics, consumers who have outgrown the oversized aesthetic but reject the slim fit their older brothers wore. Slim and muscle fit are declining from their 2019-2022 peak but retain relevance for gym-focused occasions and fitted styling.

RETAIL

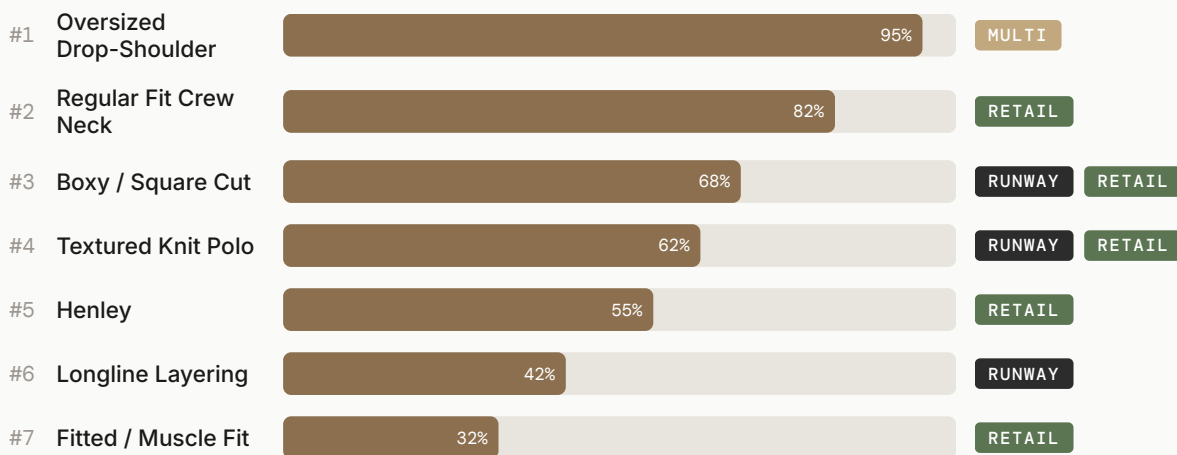
TRADE

The India-specific distinction is between "oversized casual" (the 18-24 streetwear consumer) and "regular premium" (the 25-30 quality consumer). Both reject slim. Both want comfort. They differ in how much fabric volume they want and how much they are willing to pay for fabric quality over fabric quantity.

RETAIL

SOCIAL

Silhouette Ranking, India Market Relevance



3.2 Neckline Ranking

Crew neck is the universal default. It accounts for an estimated 70% of all T-shirt necklines in India, and this will not change in SS27. The design opportunity is in collar weight: heavy 2x1 rib for premium basics, standard 1x1 rib for mid-tier, and bound collars for fashion-forward pieces. V-neck is declining as a standalone style but retains utility in the henley format, where the partial placket creates visual interest. Polo collar is the smart-casual bridge, and SS26 runways from Zegna to Hermes are upgrading it from flat pique to textured knit. Mock neck and high crew neck are directional for AW but relevant for SS27 layering pieces.

RUNWAY

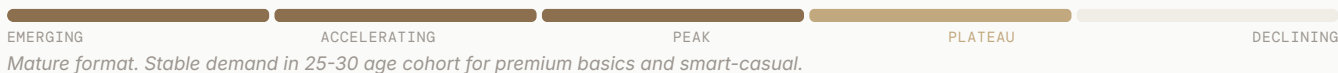
RETAIL

Silhouette Lifecycle

Overized Drop-Shoulder ' Rising



Regular Fit Crew Neck ' Stable



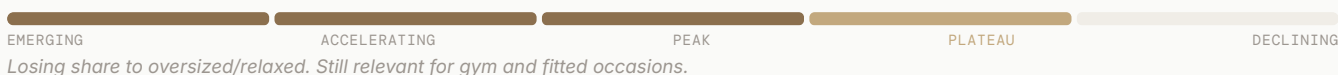
Textured Knit Polo ' Rising



Graphic / Licensed Tee ' Stable



Slim/Muscle Fit "Declining



Mesh/Rib-Knit Jersey ' Rising



3.3 Sleeve Direction

Short sleeve is the overwhelming default for Indian summers. Standard set-in sleeve serves the regular and slim fits. Drop shoulder is the oversized signature, with the shoulder seam sitting 3-4 cm below the natural shoulder point. Raglan sleeves serve the sport-casual crossover, providing ease of movement for gym and active occasions. Cap sleeves read as muscle fit and are declining. Long sleeves are a minor SS27 play, relevant only for layering and evening streetwear.

RUNWAY RETAIL

3.4 Construction Details

Drop-shoulder construction is the single most defining detail of the current Indian T-shirt market. It signals "oversized" even when the body is not excessively wide, making it the visual cue that separates contemporary from legacy. Side-seamed construction (as opposed to tubular) is the quality marker consumers are learning to recognize. Reinforced shoulder seams, taped necklines, and double-needle hem stitching are the invisible construction details that justify the premium basics price point. Raw-cut hems and deliberately unfinished edges serve the streetwear and vintage-wash capsules.

RETAIL TRADE

3.5 Silhouette x Occasion Matrix

Which fits and necklines map to which Indian occasions, derived from D2C brand positioning and consumer behavior analysis.

FIT / STYLE	DAILY	WEEKEND	GYM	DATE NIGHT	FESTIVAL
Oversized Crew	5	5	1	3	4
Regular Crew	5	4	2	4	2
Graphic Tee	4	4	1	2	5
Knit Polo	3	3	1	5	2
Henley	4	3	1	4	2
Performance Tee	2	2	5	1	1

Scores (1-5) based on D2C brand category positioning, Instagram occasion-tagging patterns, and retailer segment placement. Score 5 = strongest fit for this occasion.

The right silhouette needs the right fabric, and in India's 40C+ summers, the difference between 160 GSM and 220 GSM is not a spec, it is a brand positioning decision. Section 4 covers the material story.

SECTION 04

Fabric & Material Direction

4.1 Fabric Macro Story

Cotton jersey remains king, but the story is in the upgrades. The Indian T-shirt market is bifurcating along a fabric quality line: commodity cotton at 160-180 GSM serves the Rs. 299-599 volume tier, while compact cotton at 200-280 GSM defines the emerging Rs. 799-1,299 premium tier. Gadbadi has built its entire brand identity around Supima cotton and heavy GSM. NoughtOne and Huemn push 220-280 GSM as the tactile proof of quality. For SS27, fabric weight is not a spec, it is the primary purchase driver for the premium-curious consumer.

RETAIL

TRADE

"India is the world's largest cotton producer, and the domestic sourcing advantage for premium cotton is substantial. The 'Made in India' narrative is not just a cost story, it is a craft story."

— WGSN India Market Report, 2026



Heavyweight Cotton 220+ GSM



Mesh-Knit Jersey



Rib-Knit Jersey



Cotton-Modal Blend



Slub Cotton Jersey



Garment-Dyed Cotton

Key fabric textures for SS27 men's T-shirts, from heavyweight compact cotton to mesh-knit and garment-dyed treatments

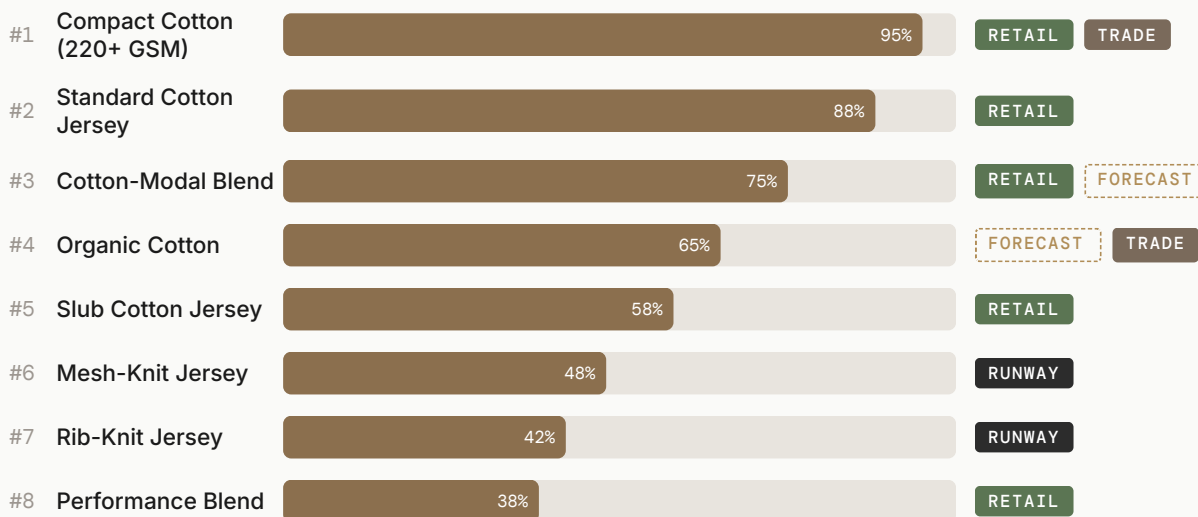
4.2 GSM Guide for Indian Summers

Three GSM bands structure the Indian T-shirt market. Lightweight (140-160 GSM) serves summer basics and layering pieces. This is the commodity tier where Rs. 299-499 tees live. Standard quality (180-200 GSM) is where most

bestsellers sit. This is the reliable, everyday weight that works for graphic tees and casual wear. Heavy/premium (220-280 GSM) is the emerging tier driving D2C differentiation. The heavier weight delivers better drape, pill resistance, and a tactile quality that consumers describe as "feels expensive." For SS27, the growth story is in the premium band: Indian consumers are discovering that fabric weight is the easiest quality signal to perceive.

RETAIL TRADE

Fabric Ranking, India Market Relevance



4.3 Cotton Upgrades

Beyond GSM, the cotton upgrade story has three chapters. Compact cotton (combed and compacted) delivers a denser, smoother surface with less pilling. It is the fabric behind brands like Gadbadi. Cotton-modal blends (60/40 or 50/50) add silky softness and better drape, a Rs. 100-200 premium over conventional cotton that the premium basics consumer accepts. Organic cotton positions India's status as the world's largest cotton producer as a sourcing advantage. The sustainability narrative adds brand value, and the Rs. 100-200 organic premium is commercially viable for mid-tier and above.

RETAIL FORECAST

4.4 Fabric Innovations

SS26 runways introduced three fabric innovations relevant for Indian T-shirts. Mesh-knit jersey (Giorgio Armani SS26) offers visible texture and genuine breathability for 40C+ summers. Rib-knit jersey (D&G SS26) adds vertical texture and subtle stretch for body-conscious fits. Micro-pleat jersey (Homme Plisse Issey Miyake) delivers wrinkle-free performance and architectural texture. Slub cotton jersey provides natural, organic texture from irregular yarn at no significant cost premium. All four are underrepresented in the Indian market below Rs. 1,500.

RUNWAY RETAIL

4.5 Fabric x Occasion Guide

Recommended fabric-occasion pairings for the Indian T-shirt market.

FABRIC	DAILY	WEEKEND	GYM	DATE NIGHT	SUMMER
Compact Cotton 220+	5	5	2	5	3
Standard Cotton	5	4	3	3	4
Cotton-Modal	4	5	2	5	4
Mesh-Knit	3	4	3	3	5
Rib-Knit	3	4	1	4	3
Performance Blend	2	2	5	1	4
Garment-Dyed	4	5	1	4	3

Scores reflect climate suitability (breathability, moisture management, weight comfort), occasion appropriateness, and observed D2C brand positioning patterns across Bewakoof, Snitch, Gadbadi, and Nike India.

4.6 Performance Fabrics

Performance blends cross the gym-street boundary. Cotton-polyester blends (60/40) with moisture-wicking finishes serve the growing gym-going cohort. Nike India (Dri-FIT, Rs. 1,295-3,995) and Adidas (Aeroready, Rs. 1,499-3,999) dominate the pure performance space, but there is a gap at Rs. 799-1,499 for fashion-forward performance T-shirts that work beyond the gym. Quick-dry polyester blends are relevant for India's monsoon months (Jul-Sep), where cotton takes too long to dry.

RETAIL

FORECAST

Fabric sets the foundation. Color and print are where SS27 gets distinctive, and where the earth tone story challenges India's black-and-navy default.

SECTION 05

Color & Print

5.1 Color Macro Story

The Indian T-shirt color landscape is dominated by black, navy, and grey, which together account for approximately 40% of sales. White and off-white add another 10-15%. This 55% combined share of neutral basics is the commercial reality. The SS27 opportunity is not in replacing these anchors but in expanding the remaining 45% with earth tones, muted pastels, and statement accents that build brand identity and drive discovery purchases. Sage green, terracotta, and dusty turquoise appeared across Louis Vuitton, Ziggy Chen, and Dries Van Noten SS26, validating these colors at the highest level. Google Trends shows rising search interest for "sage green t-shirt" and "earth tone menswear" in India since late 2025. For Indian T-shirts, this means every collection still needs black and navy as anchors, but the brand-building colors are sage, terracotta, stone, and mocha.

RUNWAY

FORECAST

RETAIL

"Color is the first thing a consumer sees and the last thing a designer should compromise on."

— Pantone Color Institute, 2026



SS27 Color Direction, 12 key colors from runway to retail, filtered for India T-shirt market relevance

5.2 Palette Stories

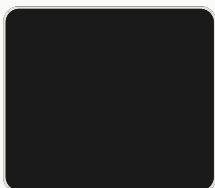
Four palette stories structure the SS27 color direction. Core Commercial (black, navy, off-white, white) is the volume backbone, non-negotiable for any Indian T-shirt collection. Earth Tones (sage green, terracotta, stone, mocha) is the breakout story, validated by runway and forecast but underrepresented in Indian retail. Pantone's 2026 Mocha Mousse and WGSN's earth-forward direction provide forecast support. Accent Brights (bold red, sunshine yellow, digital lavender) serve graphic tees, festival capsules, and IPL-season drops. Directional (dusty turquoise, apricot coral) are the runway-forward colors for limited drops and premium positioning.

RETAIL FORECAST

Core Commercial

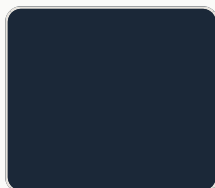
The volume backbone. Black is India's #1 T-shirt color by a wide margin, and navy and white complete the essential trio. These three colors alone account for roughly 40% of sales. No collection can exclude them.

RETAIL



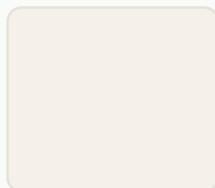
Black
#1A1A1A

CORE



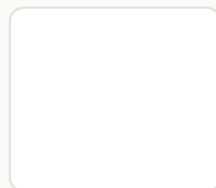
Deep Navy
#1B2838

CORE



Off-White
#F5F0E8

CORE



White
#FFFFFF

CORE

Earth Tones

The breakout color story for SS27. Sage green and terracotta appeared across LV, Ziggy Chen, and Dries Van Noten. Stone and mocha provide grounding neutrals. These tones offer differentiation from the black-navy-grey default while resonating with Indian aesthetic sensibility.

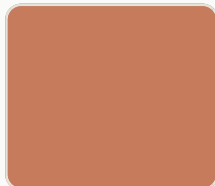
RUNWAY

FORECAST



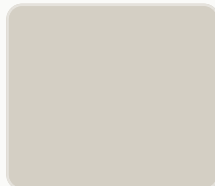
Sage Green
#8B9D77

EMERGING



Terracotta
#C67B5C

EMERGING



Stone
#D4CFC4

EMERGING



Mocha
#8B6C54
~ Pantone 2026

EMERGING

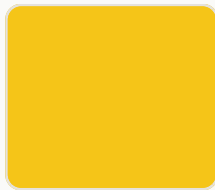
Accent Brights

High-energy accent colors for graphic tees, festival capsules, and IPL-season drops. Bold red carries festival and cricket energy. Sunshine yellow taps into CSK crossover appeal. Digital lavender is gaining Gen Z acceptance.

SOCIAL RETAIL



Bold Red
#C41E3A
CORE



Sunshine Yellow
#F5C518
EMERGING

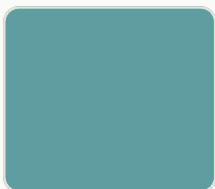


Digital Lavender
#B4A7D6
DIRECTIONAL

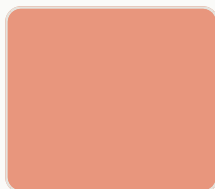
Directional

Colors validated at runway level with growing Indian commercial potential. Dusty turquoise stood out at Louis Vuitton SS26. Apricot is a WGSN 2027 signal color. These work as accent in capsule collections and limited drops.

RUNWAY FORECAST



Dusty Turquoise
#5F9EA0
DIRECTIONAL



Apricot Coral
#E8967D
~ WGSN 2027
DIRECTIONAL

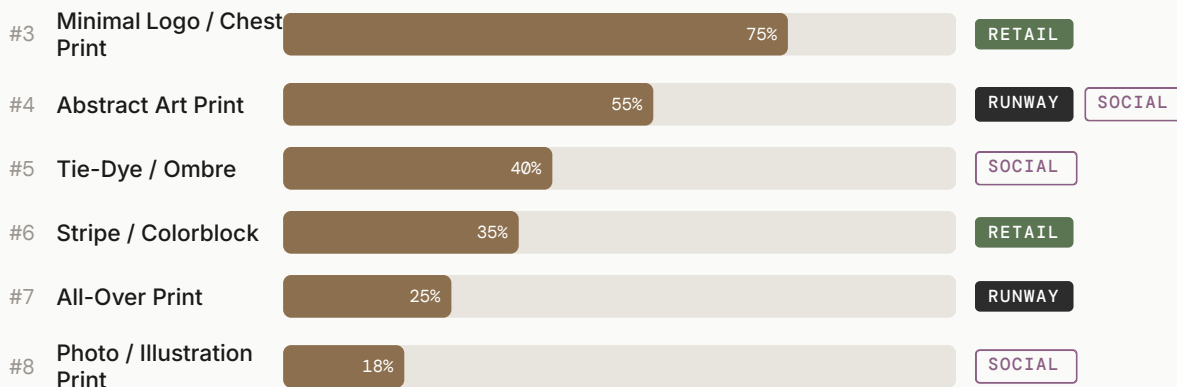
5.3 Graphic Direction

Graphics are the T-shirt's second language. In India, the graphic tee serves three distinct functions: fandom expression (licensed anime, pop culture, cricket), personal statement (typography, abstract art, minimal logo), and brand identity (chest logo, back print, heritage graphics). The Souled Store's 100+ licenses prove that fandom drives the volume play. For SS27, the graphic direction splits along age lines: 18-22 wants bold, full-front licensed graphics with vintage wash treatment. 22-28 wants minimal chest graphics with abstract art sensibility. 28+ wants tonal logo placement and clean typography. Discharge printing on garment-dyed cotton is the premium graphic technique, creating the vintage, worn-in look that reads more expensive than screen printing.

RETAIL SOCIAL

Print Type Hierarchy

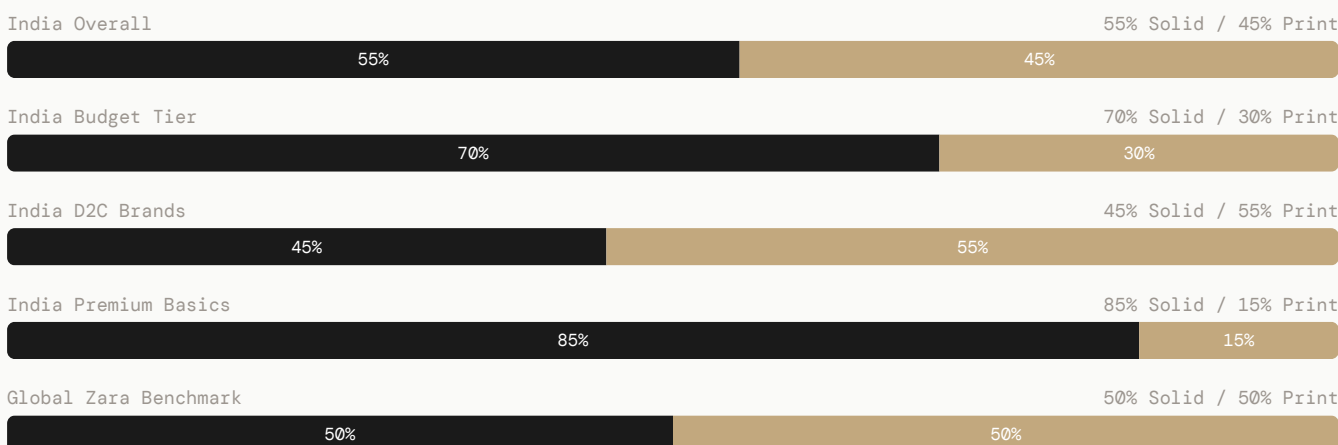




5.4 Solid vs Print Ratio by Market

The Indian T-shirt market runs approximately 55% solid and 45% graphic/print. This ratio inverts for budget tees (where solid dominates at 70%+) and for D2C brands (where graphics can be 50-60% of the mix). The key insight: solids drive repeat purchase, graphics drive discovery and first purchase. A balanced collection needs both, with the solid range anchored in premium fabrics and the graphic range anchored in storytelling.

RETAIL



5.5 Color x Fabric Synergy

The winning combinations are intentional. Earth tones (sage, terracotta, mocha) work best on heavyweight cotton where the fabric's body and drape make the color feel grounded and premium. Black and washed-black are the natural base for graphic tees and vintage wash treatments. White and off-white on cotton-modal blends deliver the "luxury basics" feel. Performance colors (navy, sage, terracotta) on cotton-polyester blends bring fashion credibility to the gym-to-street segment. Dusty turquoise and apricot on mesh-knit jersey let the texture and the color tell the story together.

RETAIL RUNWAY

Color and fabric set the mood. Section 6 covers the wash, finish, and detail treatments that separate a commodity tee from one worth paying for.

SECTION 06

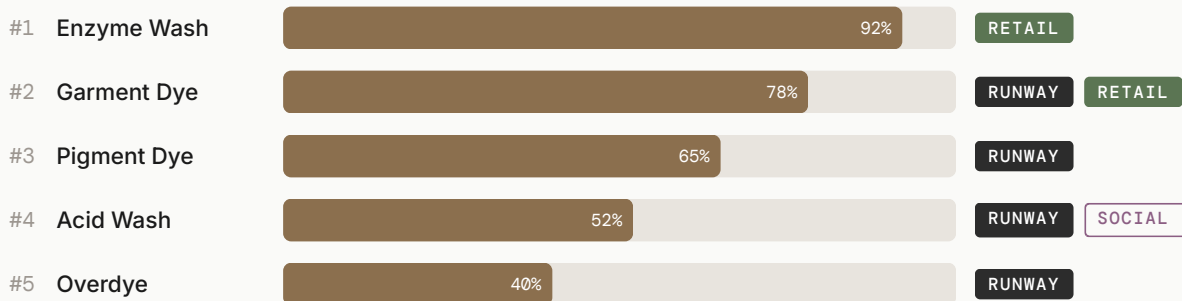
Design Details & Trim

6.1 Wash and Finish Directory

Wash treatments are the fastest way to add perceived value to a cotton T-shirt. Enzyme wash delivers softness from day one and a subtle faded character. Garment dye creates uneven color variation that makes each piece feel unique, a scarcity signal. Acid wash produces dramatic patterns that photograph well for social commerce. Pigment dye sits between enzyme wash and garment dye, offering a dusty, chalky surface texture. Overdye starts with a base color and adds a second dye layer, creating tonal depth. For SS27, the hierarchy is clear: enzyme wash for premium basics, garment dye for the elevated casual tier, and acid wash and pigment dye for the streetwear capsule.

RUNWAY **RETAIL**

Wash Treatment Ranking



Construction Detail Closeups



Drop-Shoulder Seam



Heavy 2x1 Rib Collar



Double-Needle Hem



Side-Seam Construction

Key construction details that justify the premium basics price point

6.2 Branding and Label Placement

Branding placement is shifting. The oversized front logo is declining. Three placements define SS27: small chest left logo (10-15mm) for premium basics, signaling restraint and confidence. Large back print with small chest graphic for graphic culture, maximizing canvas while maintaining wearability from the front. Hem label or inside-collar label for brands positioning as "anti-logo," letting the fabric and construction speak. External woven labels on the hem or sleeve seam are gaining as a subtle brand signal that photographs well for social media content.

RETAIL **SOCIAL**

6.3 Collar and Hem Treatments

Collar weight is a quality signal. Heavy 2×1 rib collar (3-4cm width) signals premium, holds shape after washing, and is the standard for heavyweight basics. Standard 1×1 rib (2-3cm) serves the mid-tier. Bound collar (no visible rib, clean fold) is the fashion-forward option for oversized and streetwear. For hems, double-needle bottom hem is the universal quality standard. Raw-cut hem serves the vintage wash and streetwear capsule. Curved hem adds a layering-friendly silhouette for longline tees. Side slits provide ease and a contemporary detail for relaxed fits.

RETAIL

TRADE

6.4 India-Specific Detail Opportunities

Three detail opportunities are specific to the Indian T-shirt market. IPL-season colorblocking uses cricket team colorways as a commercial timing hook, aligning drops with the IPL calendar. Festival-ready metallic or foil accents on graphic tees serve Diwali and concert occasions without overtaking the design. Sustainability storytelling through hang tags and inside-collar prints that communicate organic cotton, recycled content, or carbon-neutral production to the growing eco-conscious cohort.

TRADE

RETAIL

Global trends identified, details mapped. Section 7 asks the critical question: which of these signals actually translate for the Indian consumer?

SECTION 07

Runway-to-India Translation

Not every runway innovation belongs in an Indian T-shirt collection. This section is direct about what works as-is, what needs modification, and what Indian design teams should skip.

7.1 Direct Transfers

Oversized drop-shoulder

Already mass default in India. Runway validation (Willy Chavarria, Hed Mayner) confirms continued investment. No adaptation needed.

Source: Bewakoof, Snitch, Bonkers Corner bestsellers; sustained #oversizedtshirt social engagement

MULTI

Heavyweight cotton basics

Gadbadi and NoughtOne are already selling this. The runway (Willy Chavarria) makes it trend-credible for broader D2C adoption.

Source: Willy Chavarria SS26; Gadbadi Supima positioning

RUNWAY

RETAIL

Vintage wash treatments

Garment-dye and acid wash translate directly. Palm Angels and Amiri aesthetic aligns with Indian streetwear consumer.

Source: Palm Angels, Amiri SS26; #streetwearindia 500K+ posts

RUNWAY

SOCIAL

7.2 Adaptations Required

Mesh-knit jersey (Giorgio Armani SS26) needs fabric weight calibration for India. Runway mesh was delicate and semi-transparent. India needs opaque mesh with visible texture but sufficient weight (150-180 GSM) for standalone wear. The functional breathability story is a genuine selling point for 40C+ summers, but the execution must feel substantial, not sheer. Knit polo (Hermes, Zegna SS26) works for India's smart-casual segment but needs price engineering: the mid tier, not the Rs. 3,000+ luxury positioning. Skip the gradient colorwork (production complexity) and lead with solid tonal colors in chunky rib texture. Gradient dye and ombre effects need simplification. Runway showed complex multi-tone gradients. India should lead with two-tone vertical or horizontal fades that are production-feasible at scale, using dip-dye techniques rather than engineered gradient knits.

RUNWAY

RETAIL

TRADE

7.3 Skip for India

Micro-pleat jersey (Homme Plisse) is directional-only, too far from current Indian T-shirt consumer expectations for anything beyond limited test drops in metro D2C. The wrinkle-free benefit is real, but the price point and visual unfamiliarity make it a "test one SKU" proposition. Sheer and semi-transparent tees are culturally misaligned for the Indian market and should not appear even in premium collections. Extreme oversized (knee-length, poncho-like volume

from Hed Mayner, Juun.J) is editorial, not commercial, for India. The structured drop-shoulder version captures the same mood at a wearable scale. Multi-layered T-shirt constructions and built-in accessories are too conceptual for commercial viability.

RUNWAY

7.4 Runway Reference Cards



Willy Chavarria SS26

Heavyweight oversized T-shirts with washed oatmeal/stone tones, exaggerated width

Oversized, drop-shoulder, heavyweight cotton, washed neutrals, architectural silhouette

India: Scale down from extreme oversized to structured drop-shoulder. Lead in stone/oatmeal at the value heavyweight tier. The "heavy basics" formula.

RUNWAY



Giorgio Armani SS26

Mesh-knit T-shirts in seafoam and sage tones, open-weave construction

Mesh knit, open weave, relaxed fit, breathable, seafoam/sage

India: Direct transfer for Indian summers. Mesh-knit crew neck in sage and turquoise. Breathability is a genuine functional benefit at 40C+. Rs. 999-1,599.

RUNWAY

RETAIL



Hermes SS26

Gradient chunky knit polo, cream to warm stone, textured rib construction

Gradient knit, chunky rib, two-button placket, premium positioning

India: Textured knit polo upgrade. Skip gradient (production complexity), keep chunky rib texture. Tonal colors for smart-casual. Rs. 1,299-1,799.

RUNWAY

RETAIL



KidSuper SS26

Hand-drawn abstract art graphics on oversized tees, gallery-meets-streetwear

Art print, oversized, painterly graphics, muted earth tones, gallery aesthetic

India: Abstract art graphics for 22-28 age group. Muted earth tone prints on off-white/cream. Discharge printing for vintage feel. Rs. 799-1,199.

RUNWAY

SOCIAL



Palm Angels SS26

Vintage-wash faded black tees with intentional patina, distressed construction

Vintage wash, faded black, distressed collar, garment-dyed, lived-in

India: Garment-dyed and vintage wash for Street Archive capsule. Faded black and washed sage. Rs. 699-1,199. Limited drops for scarcity.

RUNWAY

SOCIAL



Homme Plisse Issey Miyake

Micro-pleated jersey in dusty turquoise, fine vertical pleats, wrinkle-free

Micro-pleat, polyester jersey, wrinkle-free, architectural, turquoise

India: Directional. Micro-pleat polo or crew neck for travel and smart-casual. Wrinkle-free is a genuine value proposition for Indian consumers. Test in limited drops.

RUNWAY

SECTION 08

India Market Translation

India's men's T-shirt market operates on its own rules: deep discount architecture, a festival-plus-monsoon calendar, regional variations in taste, and a generation that discovers brands on Instagram before they walk into a store.

8.1 Price Tier Architecture

India's T-shirt market operates on four tiers, and understanding the post-discount reality is essential. Budget tier (Rs. 199-499) is dominated by Bewakoof at 40-60% off MRP, primarily commodity cotton at 160 GSM. Value tier (Rs. 499-999) is where impulse purchases live, the sweet spot for plain and graphic tees where 6-10 annual purchases concentrate. Mid tier (Rs. 999-1,799) is where cotton-modal blends, textured jerseys, and premium graphics enter, driven by Snitch, Rare Rabbit, and Gadbadi. Premium tier (Rs. 1,800-3,500+) serves Zara India, Nike, and the top end of D2C, where fabric innovation and construction quality justify the price.

RETAIL

TRADE

PRICE TIER MAP (POST-DISCOUNT)

Budget	Rs. 199-499	Bewakoof, Roadster. 40-60% off MRP. Commodity cotton 160 GSM. Volume driver.
Value	Rs. 499-999	Snitch, Souled Store. Impulse sweet spot. 6-10 tees/year. Graphic and plain.
Mid	Rs. 999-1,799	Rare Rabbit, Gadbadi. Cotton-modal, textured jersey, premium graphics enter here.
Premium	Rs. 1,800-3,500+	Zara IN, Nike, Uniqlo. Fabric innovation, performance. Metro Tier 1.

8.2 Indian Occasion Calendar

India's T-shirt calendar has five peaks. IPL season (Mar-May) creates demand for cricket-colored and team-licensed tees, the highest velocity window for bold accent colors. Summer peak (Apr-Jun) drives breathable fabrics, mesh-knit, and lightweight cotton. Monsoon (Jul-Sep) favors quick-dry blends and dark colors that hide stains. College reopening (Jul-Aug) coincides with monsoon and drives graphic tee volume for the 18-22 cohort. Festival season (Oct-Feb) crosses into Diwali, Christmas, New Year, and creates gift-purchase and celebration-dressing demand, the window for metallic accents and premium basics as gifting.

TRADE

RETAIL

8.3 Consumer Insight

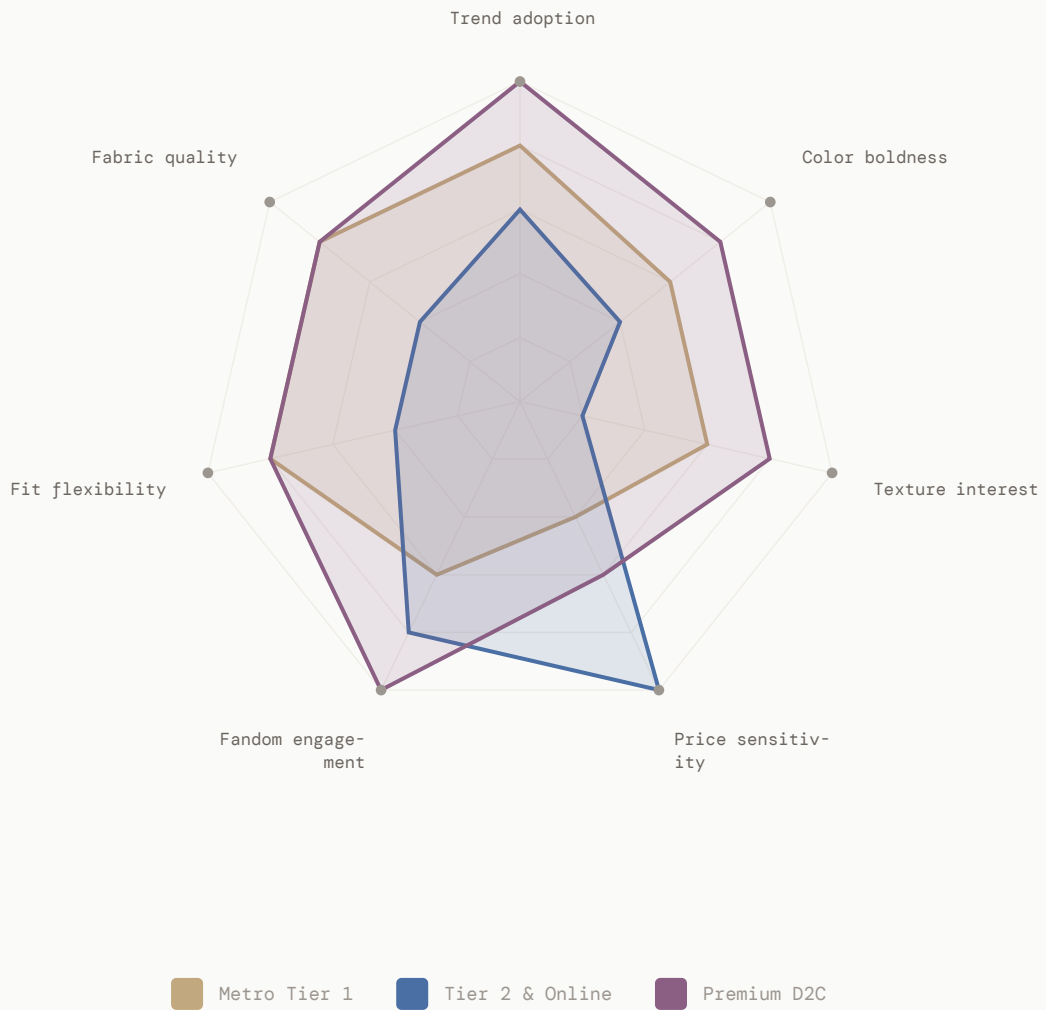
The Indian T-shirt consumer operates in three distinct modes. Metro Tier 1 (Mumbai, Delhi, Bangalore) is trend-aware, exposed to global brands, open to textured fabrics and earth tones, willing to pay mid-tier prices for differentiated product. Mumbai leans streetwear-forward, Delhi is logo-forward, and Bangalore blends tech-athleisure. Tier 2 and Online consumers prioritize value and fandom, buying graphic tees and oversized basics at Rs. 399-799 through Myntra and Ajio. Premium D2C consumers are the bridge: design-literate, social-media-influenced, brand-loyal, adopting trends 1-2 seasons ahead of the mass market.

RETAIL TRADE SOCIAL

The same consumer operates in multiple modes: buying a Rs. 399 Bewakoof basic for the gym and a Rs. 1,299 Gadbad heavyweight for a weekend outing. The T-shirt category, uniquely, serves both ends of the same wallet.

RETAIL

Consumer Segment Radar



SECTION 09

Competitive Benchmarking

The competitive landscape reveals a market split: legacy value brands own volume through price, D2C brands own mindshare through trend relevance, and a premium tier is forming where neither group has a lock.

9.1 Retailer Trend Grid

TREND	BEWAKOOF	SNITCH	SOULED STORE	BONKERS	ZARA IN	H&M IN	UNIQLO IN	NIKE IN	RARE RABBIT	GADBADI
Oversized fit	★	★	●	★	●	●	●	○	●	●
Graphic/Licensed	●	●	★	★	●	●	★	●	●	○
Heavyweight (200+)	○	○	○	○	●	○	●	○	●	★
Knit polo	○	●	○	○	●	●	●	●	●	○
Earth tones	●	●	●	○	●	●	●	○	●	●
Vintage wash	○	●	○	●	●	○	○	○	●	●
Performance tee	○	○	○	○	○	●	●	★	○	○
Henley	●	●	●	○	●	●	●	○	●	●
Cotton-modal	○	○	○	○	●	●	●	○	●	●
Anime/fandom	●	○	★	★	○	○	●	○	○	○

○ In assortment ● Not observed ★ Bestseller / Featured

Retailer grid scores derived from live assortment analysis of each retailer's website and app (Apr 2026). Star = leading/hero positioning for this trend. Filled circle = present in assortment. Empty circle = absent or negligible. Assessed across front-page merchandising, bestseller rankings, and category navigation depth.

9.2 White-Space Analysis

Three white spaces emerge from competitive analysis. Heavyweight premium basics (220+ GSM) in earth tones at Rs. 799-1,299 are underserved, with only Gadbad and a handful of micro-brands present. Textured jersey T-shirts (mesh-knit, rib-knit, slub) below Rs. 1,500 are underrepresented in Indian retail bestseller rankings despite strong runway validation. Textured knit polos at Rs. 999-1,799 represent an untapped upgrade tier, with the current Indian polo market saturated in commodity cotton pique.

RETAIL TRADE

9.3 D2C Disruption Watch

Bewakoof (10M+ app downloads, Rs. 299-899 core range) captures the budget-to-value tier with aggressive pricing and oversized-first positioning. The Souled Store (4M+ customers, Rs. 18.2 Cr PAT FY24, 100+ licenses) owns the licensed graphic segment. Snitch (Rs. 500+ crore revenue, 35 daily drops) represents the fastest product cycle. Bonkers

Corner is the anime-focused specialist. Rare Rabbit (Rs. 75 Cr profit, targeting Rs. 3,000 Cr revenue) is building the premium casual brand. Gadbadi and NoughtOne are carving the ultra-premium basics niche with Supima cotton and heavyweight construction.

TRADE RETAIL

Key Indian Retailer Profiles

Bewakoof

Volume leader. 10M+ app downloads. Rs. 299-899 core range. Oversized-first positioning. Aggressive pricing (40-60% off MRP). Budget-to-value tier.

RETAIL

The Souled Store

Licensed graphic king. 100+ licenses, Rs. 18.2 Cr PAT FY24, 4M+ customers. Anime, pop culture, cricket. Rs. 499-1,299. The fandom playbook.

RETAIL TRADE

Snitch

Fastest product cycle. Rs. 500+ crore revenue. 35 new styles daily. Social-first marketing. Rs. 599-1,799. Trend-responsive design.

TRADE

Gadbadi

Premium basics pioneer. Supima cotton, heavy GSM as brand DNA. Proving Rs. 999-1,499 T-shirt market exists. Ultra-premium D2C niche.

TRADE RETAIL

Rare Rabbit

Premium casual builder. Rs. 75 Cr profit, targeting Rs. 3,000 Cr revenue. Textured fabrics in bestsellers. Premium positioning at Rs. 999-2,499.

TRADE

SECTION 10

Actionable Design Directions

Five capsule concepts, each grounded in specific evidence, designed for the Indian man aged 18-30, and priced for commercial viability. Three safe bets, two calculated risks.

CAPSULE 01

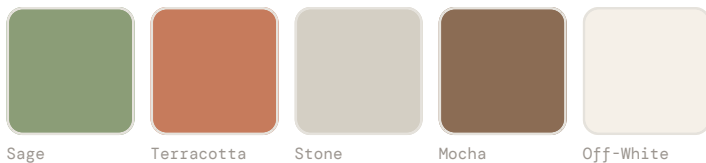
SAFE BET

Heavy Basics

Premium compact cotton tees that sell on weight and hand-feel alone

The anchor capsule. Compact cotton at 220+ GSM in earth tones delivers a T-shirt that feels fundamentally different from commodity 160 GSM cotton. Enzyme-washed for a lived-in softness from day one. Regular fit for the 25-30 consumer who has outgrown oversized but rejects slim. This is the Gadbad and NoughtOne playbook at scale.

PALETTE



SILHOUETTES

Regular fit crew neck, henley, relaxed crew neck

FABRICS

Compact cotton jersey 220+ GSM, cotton-modal blend 200 GSM

KEY DETAILS

Enzyme wash, ribbed collar (2x1 rib), reinforced shoulder seams, side-seamed construction

OCCASIONS

Daily casual, smart casual, weekend, date night

METRO ●●● TIER 2 ●●● D2C ●●●

EVIDENCE BASE

- **Retail:** Gadbad uses Supima cotton and heavy GSM as core differentiator. NoughtOne, Huemn push 220-280 GSM. Premium basics gap in the heavyweight tier.
- **Runway:** Willy Chavarria SS26: heavyweight cotton, washed, oversized. The premium-through-fabric approach is runway-validated.
- **Trade:** India is the world's largest cotton producer. Domestic sourcing advantage for compact cotton at competitive prices with short lead times.
- **India Fit:** Regular fit for 25-30 age group. Earth tones differentiate from black/navy default. Value heavyweight tier post-discount target.



Capsule 01: Heavy Basics, Premium compact cotton in sage, terracotta, stone, mocha

CAPSULE 02

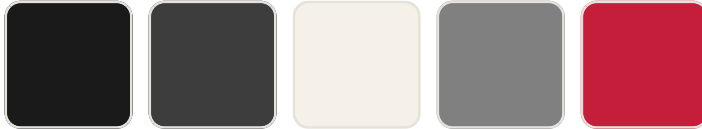
SAFE BET

Graphic Culture

Licensed pop culture and abstract art graphics on oversized canvas

The volume driver. Oversized drop-shoulder silhouettes serve as canvas for graphic storytelling: licensed anime and pop culture prints for 18-22, abstract art graphics for 22-28. Discharge printing on garment-dyed cotton creates the vintage, worn-in aesthetic that reads premium. This is the Souled Store and Bonkers Corner formula at its best.

PALETTE



Black

Washed Black

Off-White

Heather Grey

Bold Red

SILHOUETTES

Oversized drop-shoulder crew neck, boxy cut tee

FABRICS

Cotton jersey 180-200 GSM (for print quality), garment-dyed cotton 200 GSM

KEY DETAILS

Discharge printing, screen printing, vintage wash, small chest graphic + large back print, drop shoulder 3-4cm

OCCASIONS

Daily casual, college/campus, weekend, concerts/festivals

METRO ●●● TIER 2 ●●● D2C ●●●

EVIDENCE BASE

- **Retail:** The Souled Store: 100+ licenses, Rs. 18.2 Cr PAT FY24, 4M+ customers. Bonkers Corner: anime-focused. Redwolf: niche fandom. Licensed graphics = #1 entry point for 18-22 males.
- **Search:** Anime T-shirt search interest +50% since 2023. Crunchyroll India launch. #oversizedtshirt sustained social engagement. Instagram Reels as primary discovery channel.
- **Runway:** KidSuper SS26: art-meets-fashion graphics. Bluemarble, 3.Paradis: abstract art on oversized tees. The graphic tee as gallery piece.
- **India Fit:** Rs. 599-999 price point. Black and washed-black as base. Discharge print for vintage aesthetic. Limited-edition drops drive urgency.



Capsule 02: Graphic Culture, Licensed pop culture and abstract art on oversized silhouettes

CAPSULE 03

CALCULATED RISK

Texture Play

Mesh-knit, rib-knit, and micro-pleat jersey that looks different up close

The differentiation capsule. Most Indian T-shirts are flat cotton jersey. This capsule introduces visible texture as the design element: mesh-knit for breathability in Indian summers, rib-knit for subtle elegance, slub cotton for organic character, and micro-pleat for wrinkle-free travel. Each fabric tells a different story while the silhouettes remain accessible.

PALETTE



Sage

Stone

Turquoise

Apricot

Terracotta

SILHOUETTES

Relaxed crew neck, textured rib-knit polo, relaxed mock neck

FABRICS

Open-weave mesh knit, fine rib-knit jersey, slub cotton jersey, micro-pleat polyester jersey

KEY DETAILS

Visible texture as design element, tonal color (fabric carries the story), self-pattern interest

OCCASIONS

Smart casual, elevated weekend, date night, travel

METRO ●●● TIER 2 ●●● D2C ●●●

EVIDENCE BASE

- **Runway:** Giorgio Armani SS26: mesh knit. Hermes SS26: gradient knit. D&G: rib/mesh panels. Homme Plisse Issey Miyake: micro-pleat. Jersey innovation across 8+ houses.
- **Forecast:** WGSN signals texture-forward constructions as premium tier differentiator. Texture replaces print as the surface interest story for elevated basics.
- **Retail:** Most Indian D2C brands sell flat cotton jersey (160-180 GSM). Textured options (rib-knit, slub, mesh) are under-represented at Rs. 599-1,499.
- **India Fit:** Mesh knit = genuine breathability for 40C+ summers. Rs. 999-1,599. Metro Tier 1 and premium D2C initial launch, then scale.



Capsule 03: Texture Play, Mesh-knit, rib-knit, slub, and micro-pleat jersey

CAPSULE 04

SAFE BET

Sport-Casual Crossover

Performance fabrics in fashion colorways for the gym-to-street consumer

The athleisure bridge. Performance blends (cotton-polyester with moisture-wicking) in fashion-forward colorways cross the gym-street boundary. Textured knit polos upgrade the tired pique polo for smart-casual occasions. Raglan sleeves and mesh panels add functional detail. This capsule targets the growing gym-going cohort (gym accounts for 15% of T-shirt occasions) while expanding into weekend and smart-casual.

PALETTE



Navy

Sage

Terracotta

Off-White

Turquoise

SILHOUETTES

Fitted performance crew neck, textured knit polo, relaxed raglan tee

FABRICS

Cotton-polyester blend (60/40) with moisture-wicking, rib-knit cotton-lycra, mesh-panel jersey

KEY DETAILS

Raglan sleeves, side mesh panels, contrast collar tipping, color-blocked polo, flatlock seams

OCCASIONS

Gym/active, weekend casual, smart casual, sport-watching (IPL)

METRO ●●● TIER 2 ●●● D2C ●●●

EVIDENCE BASE

- **Runway:** Zegna, Hermes, Amiri, Louis Vuitton SS26: chunky knit polos. "Country Club Core" trend. The polo is being upgraded from flat pique to textured knit.
- **Retail:** Nike India (Rs. 1,295-3,995 Dri-FIT), Adidas (Rs. 1,499-3,999 Aeroready), HRX. Gym/sport T-shirt is 15% of the occasion pie.
- **Search:** Polo T-shirt maintains stable high search interest in India. The upgrade is from commodity pique to textured knit at the mid-tier price point.
- **India Fit:** IPL season crossover: cricket-inspired colorblocking and performance fabrics. Rs. 799-1,499 for crew, mid-tier for polo.



Capsule 04: Sport-Casual Crossover, Performance fabrics in fashion colorways

CAPSULE 05

CALCULATED RISK

Street Archive

Vintage wash, acid wash, and garment-dyed treatments for the "found it" aesthetic

The trend-forward capsule. Every piece looks like it has a backstory. Acid wash creates unique patterns, garment-dye delivers uneven lived-in color, and overdye produces deep tonal richness. Raw-cut hems and distressed collars add the finishing details. This is the Palm Angels and Amiri SS26 aesthetic translated for India's growing streetwear consumer at D2C prices.

PALETTE



Faded Black

Washed Sage

Washed Terracotta

Deep Indigo

Washed Stone

SILHOUETTES

Oversized boxy tee, relaxed crew neck, drop-shoulder longline

FABRICS

Garment-dyed cotton 200+ GSM, acid-wash cotton, pigment-dyed cotton, overdyed jersey

KEY DETAILS

Acid wash patterns, raw-cut hem, distressed collar, pigment-dye color variation, tonal overdye

OCCASIONS

Weekend streetwear, concerts, casual dating, Instagram content

METRO ●●● TIER 2 ●●● D2C ●●●

EVIDENCE BASE

- **Runway:** Palm Angels SS26: vintage wash treatment as signature. Amiri SS26: distressed luxury streetwear. The "found in a thrift store" aesthetic is runway-validated.
- **Social:** #streetwearindia 500K+ posts. Vintage and thrift aesthetics gaining traction with Indian Gen Z, especially in Mumbai and Bangalore streetwear communities.
- **Retail:** Gadbadi garment-dyed tees as differentiator. Limited-edition drops with unique wash patterns drive urgency and perceived exclusivity.
- **India Fit:** Metro Tier 1 and premium D2C only. Rs. 699-1,199. Each piece unique due to wash variation = built-in scarcity storytelling.



Capsule 05: Street Archive, Vintage wash and garment-dyed treatments

Must-Stock Matrix

Consolidated quick-reference across all five capsule concepts.

CAPSULE	SILHOUETTE	FABRIC	KEY COLOR	PRICE (RS.)	RISK
Heavy Basics	Regular crew, henley	Compact cotton 220+ GSM	Sage, Terracotta	799-1,299	Safe Bet
Graphic Culture	Oversized drop-shoulder	Cotton 180-200 GSM	Black, Off-White	599-999	Safe Bet
Texture Play	Relaxed crew, knit polo	Mesh, rib-knit, slub	Sage, Turquoise	999-1,599	Calculated
Sport-Casual	Fitted crew, knit polo	Cotton-poly performance	Navy, Sage	799-1,499	Safe Bet
Street Archive	Oversized boxy	Garment-dyed 200+ GSM	Faded Black, Sage	699-1,199	Calculated

Graphic Design Brief for Textile Teams

SS27 men's T-shirts need two distinct graphic streams. Stream one is licensed and fandom: bold, full-coverage front and back prints using anime, pop culture, and cricket IP. Discharge printing on garment-dyed cotton creates the premium vintage aesthetic. Placement: large front graphic or full-front coverage, large back print with small chest graphic. Colorways should favor dark bases (black, washed black, heather grey) with high-contrast prints. Stream two is abstract and art-driven: hand-drawn or painterly graphics in muted earth tones on light bases (off-white, cream, stone). Placement: centered chest or off-center placement. Scale: medium (15-25cm height). Technique: screen print with vintage wash overlay. Avoid: logo-heavy designs for the 22+ consumer, photographic prints below Rs. 999, neon colors on lightweight cotton.

RETAIL

SOCIAL

RUNWAY

SECTION 11

Appendix

11.1 Methodology

This report synthesizes findings from three research tiers. Tier 1 (Runway and Forecast): SS26 menswear runway reviews across Willy Chavarria, Giorgio Armani, Hermes, KidSuper, Palm Angels, Homme Plisse Issey Miyake, D&G. WGSN and Coloro color and fabric forecasts. Pantone 2026 direction. Tier 2 (Retail and Commercial): Live assortment and positioning analysis of Bewakoof, Snitch, The Souled Store, Bonkers Corner, Gadbadi, NoughtOne, Rare Rabbit, Zara India, H&M India, Uniqlo India, Nike India, Adidas India. Myntra and Amazon India marketplace data. Tier 3 (Consumer and Cultural): Instagram and Google Trends data, YouTube creator content analysis, trade press (BoF, Retail India), D2C brand financial reporting.

TRADE

11.2 Evidence Legend

RUNWAY: Named designer + season. RETAIL: Named retailer, approximate data. SEARCH: Platform search data or Google Trends signal. SOCIAL: Social media platform data with approximate engagement metrics. TRADE: Industry publication or analyst report. FORECAST: Trend forecasting service (WGSN, Pantone, Coloro). MULTI: Corroborated across 3+ signal types.

11.3 Full Source List

Runway & Forecast

- * Willy Chavarria SS26 Collection (oversized heavyweight)
- * Giorgio Armani SS26 Menswear (mesh-knit jersey)
- * Hermes SS26 Menswear (gradient knit polo)
- * KidSuper SS26 (art-meets-fashion graphics)
- * Palm Angels SS26 (vintage wash treatment)
- * Homme Plisse Issey Miyake (micro-pleat jersey)
- * D&G SS26 (rib/mesh panel construction)
- * Zegna, Amiri, Louis Vuitton SS26 (chunky knit polo)
- * WGSN Future Dusk, Aqua Glaze, Apricot Crush Color Forecasts
- * Pantone 2026 Mocha Mousse

Retail & Commercial

- * Myntra India, Men's T-shirt category, approximately 800,000+ listings (Apr 2026)
- * Bewakoof, Brand positioning and app data (10M+ downloads)
- * The Souled Store, Licensed merchandise (100+ licenses, Rs. 18.2 Cr PAT FY24)
- * Snitch, D2C financial data (Rs. 500+ crore revenue, 35 daily drops)
- * Bonkers Corner, Anime-focused D2C positioning
- * Gadbadi, Premium basics (Supima cotton, heavy GSM)
- * Rare Rabbit, Premium casual (Rs. 75 Cr profit)
- * Zara India, H&M India, Uniqlo India T-shirt assortments (Apr 2026)
- * Nike India Dri-FIT, Adidas India Aeroready ranges (Apr 2026)

Consumer & Cultural

- * Google Trends, "oversized t-shirt" India (sustained high, 2023-2026)
- * Instagram, #oversizedtshirt (2M+ posts), #streetwearindia (500K+ posts)
- * YouTube menswear creator content (UrbanQuirk, Gadbadi reviews)
- * Pinterest Predicts 2026 (earth tones, textured basics)
- * Crunchyroll India launch and anime fandom growth

Glossary

GSM	Grams per square meter. The standard measure of fabric weight. 140-160 GSM lightweight, 180-200 GSM standard, 220-280 GSM premium heavy.
Drop Shoulder	Shoulder seam sits 3-4 cm below the natural shoulder point. The construction signature of oversized T-shirts.
Compact Cotton	Combed and compacted cotton yarn. Denser, smoother, more pill-resistant than conventional cotton. The premium basics fabric.
Garment Dye	Fabric is dyed after the garment is constructed, creating uneven color variation. Each piece is slightly unique.
Discharge Print	Printing technique that removes dye from the fabric rather than adding it, creating a vintage, lived-in graphic look.
Mesh-Knit	Open-weave knit construction with visible holes or gaps. Provides breathability and visual texture. Armani SS26 signature.
Rib-Knit	Jersey with alternating raised and lowered wales creating vertical texture. Adds stretch and visual interest.
Enzyme Wash	Chemical treatment that softens fabric and creates a lived-in feel. The most common premium wash treatment.
D2C	Direct-to-Consumer. Brands selling through own channels. In India: Bewakoof, Snitch, The Souled Store, Gadbadi.
MRP	Maximum Retail Price. In India, the listed price before discount. Post-discount price is the real decision point for consumers.
IPL	Indian Premier League. Cricket tournament (Mar-May) that drives seasonal demand for team-colored and cricket-themed T-shirts.

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