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*Madhulika Tiwari, Partner & Parmesh Chopra, Head Content Writer, The Knowledge Company*

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By blending '90s-inspired nostalgia with high-function layering, committing to sustainable mono materials, and championing comfort as a design language, brands can meet the rising expectations of parents.

*Puneet Dudeja, Director, Business Development - South Asia, WGSN*

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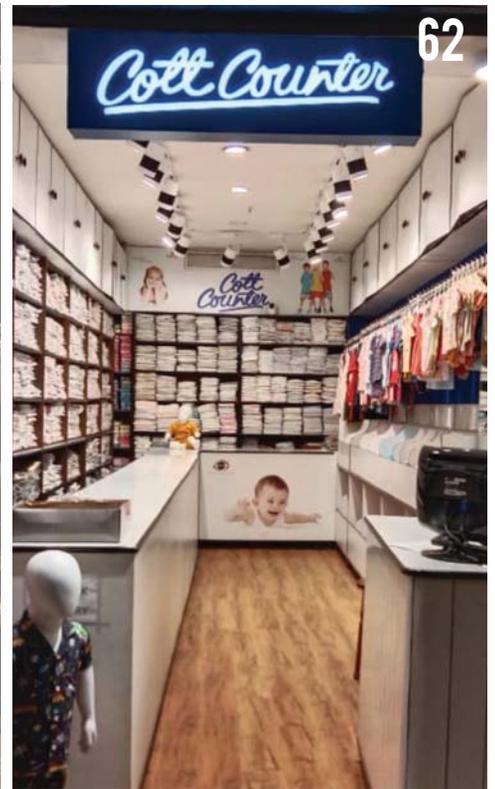
An Insight into kidswear trends by NIFT VisioNxt.

### 42. TINY TRENDS, BIG MARKET: THE RISE OF KIDSWEAR IN INDIA

The continued expansion of organised retail is further broadening access to kidswear, positioning the segment as one of the most attractive and defensible growth pockets within India's apparel market.

*Ambuj Gupta - Associate Director; Divyansh Tiwari - Business Analyst & Priyanshi Mittal - Analyst, 1Lattice*

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*Sandeep Kumar*

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*Kajal Ahuja*

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Built on early insight, bold manufacturing decisions, and deep market understanding, Cotton Casuals emerged as a pioneering force shaping India's cotton knitted childrenswear industry for 35 years.

## Trends & Titans

### 64. ZERO

Complete clothing needs of early childhood through thoughtfully designed basics.

### 65. SIMPLY

Comfortable clothing in a wide palette of colours and gentle designs.

### 66. TEDDY

Introduces new colours and fabric variations every season, to make the collections engaging.

### 67. SMARTY BOYS & SMARTY GIRLS

Offering a complete range of 100 percent cotton innerwear, casualwear, and everyday essentials for children aged 4 to 14 years.

### 68. LITTLE TAGS

Casual and occasion wear remain the strongest-performing categories for Little Tags.

### 70. NAUTINATI

Nautinati widened its appeal through licensed merchandise partnerships with Disney and Marvel.

### 71. TAIGA

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