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This deep dive by Technopak reveals that the Indian athleisure sector, valued at \$13.15 billion in 2024, is projected to hit \$21.25 billion by 2033, growing at 5.5% CAGR.

*Madhulika Tiwari, Partner, Retail & Consumer Goods; Parmesh Chopra, Head Content Writer, Technopak Advisors*

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With an increasing demand for durability, modularity, and emotional connection in fashion, the S/S 26 narrative is one of seamless transitions, where elevated basics, expressive playfulness, and performance-driven design blur the lines between sport, leisure, and daily wear.

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

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*Sandeep Kumar*

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*Surabhi Khosla*

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