

Design trends that will define Rakhi 2021

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West bengal, kolkata, Jun 30, 2021 ([Issuewire.com](https://www.issuewire.com)) - Raksha Bandhan is an important annual festival in India. Though it is mainly associated with celebrating the brother-sister bond, it is no longer confined to that. As it is with all festivals, the ambit for Raksha Bandhan has evolved with time. Today, Raksha Bandhan or Rakhi focuses not only on familial welfare but also social, regional, national, international and even spiritual well-being. Owing to such wide adoption amongst Indians and the Indian Diaspora, the design trends have evolved. [Rakhi 2021](#) is expected to introduce trends that have not been seen before.

One of the most distinct changes in trends for 2021 is going to be the usage of a white or a neutral tying thread. Traditionally, rakhi threads are red, yellow or a mix of those warm shades. Whites, beiges and neutrals have not been used extensively in the past. This trend can be attributed to more Indians [sending rakhis to India](#). Indians across the world have improved their standard of living, which reflects in this evolution of simplicity being accepted as sophistication.

Another major trend upgrade is going to be the usage of moulded elements. Most rakhis have a central element, which defines what the rakhi stands for. Traditionally, this element was handcrafted. Industrial

moulding solutions were deemed expensive for something that had a utility of around 24 hours only. With more and more people celebrating [rakhi in India](#), and across the globe, it is now economically viable to adopt the best technologies in designing a rakhi. Elements are moulded from polymers, metals and even natural materials like rubber and wood. The designs that are moulded range from beads to flowers and deities to superheroes.

Printed elements are expected to stand out in 2021. One of the main reasons for this trend evolving is that a lot of people choose to [send rakhi online](#). Over the years, this has allowed designers to experiment and identify what online users are looking for. Though printed patterns on beads and metals have been existing for quite some time, in 2021 it is going to be a mainstream trend. Like with clothes, print patterns change from year to year. 2021 is going to be the year that sees the emergence of floral, oriental and geometric patterns.

There are more than 100 semi-precious gemstones, of which over 50% are crystalline. As rakhi adorns the wrist, it is perceived as a piece of jewellery, though only for the day. The inclusion of faux crystals that resemble gemstones, into the main design is expected to emerge. Undoubtedly, the crystals look great alongside other faux stones. The wide variety of colour options that these crystals are available in further helps to blend them perfectly into the design. These rakhis are expected to be packed and shipped like jewellery. Nothing would be more satisfying for a sister than to see that her [rakhi delivery in India](#) is treated with the same importance as delivering a piece of precious jewellery.

“There are going to be a lot of new trends in rakhi designing for the year 2021. It is mainly because of the impact of the pandemic. As more and more people buy online, the design trends evolve to suit the online audience. Owing to the lockdowns and talks of the 3rd wave, the options of selling it physically will get limited. In the previous years mainly NRIs used the online mode to [send rakhi to India](#). Now, there will also be a lot of local buying happening online.” says Amit Desai, CEO of GiftstoIndia24x7.

Design trends and demand follow each other. Sometimes it is the trend that creates demand and sometimes it is the demand which forces a trend. In the rapidly changing scenario of preferences, nobody can sit back and succeed. Strong anticipation of the changes in the market forces, allows one to remain on the top. As it is with other things, focusing on quality brings more accolades and success than focusing on quantity. Quality and innovative design will define the rakhi trend for 2021.



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