

## Aesthetic attributes of nightie preferred by ladies

DEEPA SINGH, ARCHANA SINGH, SHWETA TUTEJA AND EKTA GROVER

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See end of the article for authors' affiliations

Correspondence to:

**ARCHANA SINGH**

Department of Clothing and Textiles, College of Home Science, C.S.A. University of Agriculture and Technology, KANPUR (U.P.) INDIA

### ABSTRACT

In modern age, increased level of dress consciousness of individual has contributed to the development of innovative designs. Out of all the night garments of women, 'nighties' have their own place of pride. Therefore, this study was undertaken to determine the lady's preference towards the aesthetic attributes of nighties. The research reveals that 'A' line style with loose fitting and round yoke having front placket opening were most preferred attributes. Square neckline and set in sleeve of short length, attained 1<sup>st</sup> rank by ladies. Maximum ladies preferred to decorate their nighties with embroidery and laces.

**Key words :** Yoke, Placket, Texture, Fullness features

In present era, consumers are becoming more fashion conscious, more sophisticated and more selective. The colour, designs and styles keep on adapting to the changing tastes and fashions, as man's aesthetic sense motivates him to introduce grace and elegance into monotony and drabness which leads gradually to decorate designs through line, form, colour and style.

Now the women are increasingly becoming educated and socially alert. They are playing an active role at the domestic level as well as career fronts, so they want variety in their wardrobes. Since they remain busy throughout the day, they usually prefer comfortable night clothes, not only to relax their tense bodies but also their tense nerves.

Out of all the night garments of women, 'nighties' have their own place of pride. It is a loose garment which hangs down from the shoulder to midhigh, knee and half of ankle level. It looks like a frock and has almost similar designs except that the bottom hem flare is usually average. The back and full placket are avoided and the decorative features are used in minimum to medium. So, such features don't interfere with the comfort of the resting body and mind.

### METHODOLOGY

For this study, 120 ladies, between the age group of 20-40 years, were taken from four different regions of Kanpur city. Purposive random sampling technique was used to select the respondents. An interview schedule was prepared to collect the data. The respondents were personally contacted to know their preferences for aesthetic attributes.

The collected data were tabulated and analyzed to

calculate frequency, weighted score, mean, percentage and ranks.

Twenty designs of nightie were sketched according to the preferences of respondents. Out of 20 designs 6 most preferred designs were selected by panel of judges. These, 6 designs were constructed and evaluated for their acceptance on the basis of wear trials. Follow-up interview schedule was used for the same purpose.

### RESULTS AND DISCUSSION

#### *Satisfaction from ready made nighties:*

From Table 1 it is clear that 40.83% respondents preferred to alter their ready made nighties because of poor fitting and finishing, while 31.66 % respondents, altered their nightie only to obtain proper fitting.

**Table 1 : Reasons for alteration of nighties**

Sr. No.	Reason for alteration	%
1.	Fitting	31.66
2.	Finishing	1.66
3.	Fitting and finishing both	40.83
4.	Design	0.00
5.	Comfort	0.83

#### *Type of fabric:*

Woven cotton was most preferred fabric (score 235) for nighties (Fig. 1). 99 score was gained by cotton hosiery followed by lycra (45) and terricot (42).

#### *Preference for colour:*

Perusal to Fig. 2 shows that the highly preferred colour was pink (20.8%) followed by blue (12.5%), yellow