

## Consumer preferences for the innovative curtains

■ ANITA RUHIL, NIRMAL YADAV, KRISHNA KHAMBRA AND NISHA ARYA

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See end of the paper for  
authors' affiliations

Correspondence to :

**ANITA RUHIL**

Department of Textile and  
Apparel Designing, I.C.College  
of Home Science, C.C.S.  
Haryana Agricultural University,  
HISAR (HARYANA) INDIA

■ **ABSTRACT** : An attempt has been made through this study to know about the consumer preference for the creative innovative curtains in order to incorporating the latest information regarding innovative curtains by using computer technology. Twenty five innovative designed curtains were developed by incorporating various designing techniques/features using Corel Draw. Among the total of twenty five innovative designed curtains, the five designs were preferred by the experts. These designs were developed with the combinations of different designing techniques/features *i.e.* embroidery, patch work, shirring, *Toran*, cowl effect etc.

■ **KEY WORDS** : Curtains, Consumer, Preferences

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