

# Consumers preferences for developed designs of one piece dresses inspired from architecture and evaluation of constructed designs

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■ **ABSTRACT :** The investigation entitled was carried out in Ludhiana city. An interview schedule was prepared for the purpose of collecting data from 90 college going girls between the age group of 18-22 years selected randomly from three college of Ludhiana city. The results of the study revealed that majority of the respondents were from the age group of 18 to 20 years, in their second year of graduation, belonged to nuclear families, urban background and had family income ranging between Rs. 41, 000 to 80,000. Preferences regarding the developed designs of one piece dresses showed that design A<sub>2</sub>, B<sub>2</sub>, C<sub>1</sub>, D<sub>1</sub>, E<sub>2</sub>, F<sub>1</sub>, G<sub>2</sub>, H<sub>1</sub>, I<sub>2</sub> and J<sub>1</sub> got the first rank. The preferences of the respondents for ten selected first ranked designs of one piece dresses were again taken. On the basis of the preferences, five top ranked designs of one piece dresses were constructed. Design A<sub>2</sub> was most preferred design with mean score of 4.7 and design D<sub>1</sub> with mean score of 4.2 was given second rank. Design B<sub>2</sub>, J<sub>1</sub> and C<sub>1</sub> were given third, fourth and fifth ranks, respectively. Developed designs of one piece dresses were evaluated by a sub sample of 30 respondents about the design, suitability of colour combination, silhouette, comfort and overall appearance of the dress. It was found that design D<sub>1</sub> was given first rank on the basis of design, suitability of colour combination, silhouette and overall appearance of the garment. Whereas design C<sub>1</sub> was given first rank on the basis of comfort.

■ **KEY WORDS:** Architecture, Dress, Design

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