

## The prevalent market trends in *Phulkari* embroidered *Kurtis*

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■ **ABSTRACT :** The investigation was carried out to make *phulkari* embroidery more versatile for the contemporary trends in *Kurtis* and enhance its market potential. The prevailing market trends in *Phulkari* embroidered *Kurtis* studied through a market survey of twenty showrooms of Patiala selected through purposive sampling technique apprised the investigator regarding the availability of *Phulkari* embroidered ready-made (75.00 %) and semi-stitched *Kurtis* (100.00%) and *Kurti* yardage (90.00%) in the market which lacked in the style factor of cultural fusion to which young girls are highly receptive. Cotton polyester was found to be most popular for hand embroidered semi-stitched and *Kurti* yardage (90.00%). Cool colours (100.00%) were most popular for embroidery threads in *Phulkari* embroidered *Kurtis* followed by neutral colours. Stiff and soft textures were available in all the retail outlets for *Phulkari* embroidered *Kurtis*. Even during these days 'pat' thread is most popularly used followed by twisted silk threads. A-Line silhouette in *Phulkari* embroidered *Kurtis* was available at 100.00 per cent retail outlets, followed by tubular silhouette (95.00%). All showrooms offered *Kurtis* embellished with binding and ribbons, whereas 75.00 per cent each retail outlets possessed *Kurtis* with mirror or pearl work and braids.

■ **KEY WORDS:** Design features, *Kurti*, *Phulkari*, Market, Materials

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