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Research Paper

Indo-western garments with banni embroidery having persian motifs

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■ **ABSTRACT** : This problem was undertaken by investigator to add new and interesting idea which can break monotony and give a touch of novelty in construction of indo-western garments with Banni embroidery having Persian motifs. A pre- market survey was conducted to asses the present availability of various embroidered indo western garments through net, magazine, books etc. For this survey was carried out on Faculty members of Clothing and Textiles and 50 graduate students of Department of Mathematics, Banasthali University were selected for doing Banni embroidery on different garments and consumer preferences. After this Persian motifs were collected from primary and secondary sources and then investigator developed 25 design sheets. These design sheets were further evaluated by using 5 point scale method and 5 most preferred design sheets were converted into prototypes. These all are constructed according to the preferred design sheets and then developed prototype further evaluated on the basis of colour combination, placement of motifs, marketability and over all. Majority of the products were found to have high marketing and acceptability.

■ **KEY WORDS**: Indo-western garments, Banni embroidery, Persian motifs

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