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Research Paper

Prevailing trends of silhouettes in western dresses

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■ **ABSTRACT** : For this study a total of 20 apparel stores were selected purposively and surveyed by the researchers to obtain the information regarding prevailing trends in silhouettes, fabrics, colours and embellishments, etc. for various western dresses. An interview schedule was prepared to study the prevailing trends of western dresses in the local market. The data regarding prevailing trends in western dresses indicated that A-line and balloon silhouettes were available in all the apparel stores. Western dresses in cotton blends and plain (without design) fabrics were available in all the twenty apparel stores. Black coloured western dresses in single and two colour combinations were available in the apparel stores. Yokes, tucks, gathers, pleats, darts were most preferred constructional features as embellishments, dresses with frills and ribbons were available in all the apparel stores.

■ **KEY WORDS**: Apparel stores, Western dresses, Prevailing trends

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