Consumer preference for development of long dresses using floral *Mughal* motifs

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■ **ABSTRACT :** The present study was undertaken for design development of long dresses using *Mughal* motifs. The study was conducted on college going girls in college of Home Science, Punjab Agricultural University, Ludhiana. An interview schedule was prepared for collecting data from sixty respondents regarding the preferences for fabrics, constructional features such as type and length of sleeves and types of necklines. The results of the investigation were interpreted using weighted mean scores. The results of the collected data revealed that most preferred fabric type was silk. Majority of the respondents preferred bell shape sleeves and quarter length of sleeves. Boat neckline was highly preferred by the respondents. Fifteen designs were developed according to the preferences of respondents in Corel Draw X_6.

■ **KEY WORDS:** Long dresses, Floral *Mughal* motifs, Corel Draw X_6