

Acceptability level of developed *Phulkari* embroidered *Kurtis* by adaptation of traditional *Phulkari* motifs

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■ **ABSTRACT :** The study was conducted in Hisar city of Haryana state. Motifs of *Phulkari* embroidery were collected from Hisar and Patiala markets and categorized according to their categories *i.e.* geometrical, floral and animal. These were collected from secondary sources. Out of forty five motifs only fifteen were selected to develop stylized designs for *Kurtis*, each were converted into two designs. Then total thirty designs were developed with the help of Coral Draw. Five top ranked designs were selected. Then top five ranked placements of each selected designs was worked in *Phulkari* embroidery for making *Kurtis*. Finally five *kurtis* were developed. The opinion of experts was sought the most favourable about the cost of developed *kurtis*.

■ **KEY WORDS:** *Phulkari*, Embroidery, *Kurti*, Traditional, Adaptation

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