

Research Paper :

Designers' opinion regarding value added constructional features for export potential

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ABSTRACT

As *kameez/top/kurta* & *salwar* are becoming popular allover the world being of aesthetic look, So, an attempt was made to create comfortable designing features of *kameez/top/kurta* and for easy to wear *salwar*, designing features at par to the trousers. The additional designing constructional features were worked out keeping in mind the problems pointed out by the respondents' in the existing dresses. The additional designing features worked out in *kameez* and *top/kurta* were pocket, collars, back yoke, loop/strip to hold dupatta, velcro tapes to secure dupatta inbuilt *dupatta*, princess line, modified kalidar, cowl style, high neck and front opening style. The additional designing features at par to the trousers worked out in *salwar* were pocket, zipper opening, belt at waist, elastic at waist, elastic at back, full elastic around the waist line, loops and pleats. Expert's responses were recorded regarding export potential of designed dresses and individual designing features used in the designed dresses using a well structured interview schedule by putting an exhibition in College of Home Science, CCSHAU, Hisar. The experts (designers, merchandisers) judged the *Kameez* styles having pocket, back yoke, collars and princess line and *tops/kurtas* with pocket and back yoke designing features with more export potential. *Salwar* with pocket and zipper opening were liked and judged with high level of export potential.

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Clothes mean much more to women. Clothing is considered to be symbolic of working women's success in life and social position. The working women need clothes that are suitable for home wear, business wear, shopping, travel and occasions etc. The working women require clothes of a more practical nature, comfortable, neat and business like in appearance. Clothes not only help to achieve the success she deserves but also gives her poise and confidence and also self-identification.

Kameez- Salwar and *tops/kurta* is the most popular outfit for South Asian women especially in India and Pakistan. These outfits are extremely comfortable and look very elegant on women of all ages (Anonymous, 2005). Buta (2005) stated that a *kameez- salwar* and *tops/kurtas* is the coolest, most comfortable and hassle-free Indian outfit. It looks very elegant and feminine when worn. *Kameez- Salwar* and *tops/kurtas* looks great when worn to office and also for formal, social functions. The *kameez* or the *kurta* is a knee-length flowing tunic worn over a *salwar* or *churidar*. Top is a hip length upper

garment whereas *salwar* is a pajama-like trouser which tapers slightly towards the ankles. A *dupatta* generally completes the ensemble (Butalia, 2005).

As *kameez/top* and *salwar* are becoming popular allover the world, an attempt has been made to create value added styles of *kameez/top* and *salwar* incorporating the additional designing constructional features worked out keeping in mind the problems pointed out by the respondents' and preferences for the constructional features in the dresses and also, the reasons for liking for particular dress. Value addition to design has been changing constantly with many variables. Design as verb referring to the act of designing, selecting and arranging to those selections for a particular purpose. Each design is a definite act which should represent creative thinking. This is an important aspect of the research since designs are the core activity for the product incubation and is link between production and marketing. The additional designing constructional features were worked out using personal experience, imagination, and discussion with designers, referring magazines and exploring internet.