

## Trendy naturally coloured cotton *Khadi* outfits with innovative detachable concept

■ NAMRATA M. AND SHAILAJA D. NAIK

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See end of the paper for authors' affiliations

Correspondence to :

**SHAILAJA D. NAIK**

Department of Textile and Apparel Designing, College of Rural Home Science, University of Agricultural Science, DHARWAD (KARNATAKA) INDIA

Email: profshailajanaik@gmail.com

■ **ABSTRACT** : In the present study, naturally coloured cotton (DDCC-1 Dharwad Desi Coloured Cotton -1) *Khadi* fabric which is almond brown in colour was selected to create demand for environment friendly textile products. Further, to re-instate naturally coloured cotton fabric and make it trendy to suit present fashion conscious society, an innovative detachable concept is introduced in dress making. Ladies top with detachable lower panel and neckline, gent's shirt with detachable collar, cuff and button stand followed by gent's kurta with detachable collar and button stand were designed and constructed. Later, these ladies wear were embellished with Karnatak kasuti, machine embroidery and zardosi followed by gents wear with Karnatak kasuti and machine embroidery only. These designer's wear can save our pocket money where one apparel can be mixed and matched with several combinations of detachable garment components according to individual's interest, fashion and occasion.

■ **KEY WORDS** : Khadi, Naturally coloured cotton, Designer's wear, Detachable concept

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Naturally coloured cotton is a naturally pigmented fibre that grows in shades of green and brown. The natural colour is due to the plant's inherent genetic properties. Shades of coloured cotton can vary over seasons and geographic location due to climate and soil variations. Historical records report the existence of browns with pink and lavender tints. After disappearing for about a century, naturally coloured cotton suddenly reappeared as a fashion item in the early 1990's. The "natural" trend among consumers and the environmentally conscious social climate of the early 1990s has helped to create an initial demand and niche market for naturally coloured cottons, organic fibres and other environmentally friendly textile products.

Murthy (2001) delivered a note on "story of coloured cottons" and revealed that several lint colours-brown, black, mahogany, red, Khaki, pink, blue, green and white were being cultivated in south and Central America as early as 2300 B.C. Fibres from these were mainly used for weaving fishing nets with an idea that nets made of dark shades were less visible to fish. The two strains *Gossypium arboreum* and *G. herbaceum*

were cultivated in Africa and Asia about 4200 years ago. The evidence of its cultivation in India was obtained from the remains of the Indus Valley Civilization. In the middle of the 20<sup>th</sup> century, coloured cotton species *Cocanada* 1 and 2 were commercially cultivated in Andhra Pradesh and exported to Japan. Karnataka was the home for *G. herbaceum* with dull red lint and the world famous Dacca muslin was made from white and colour linted cotton. *G. arboreum*, the staple lengthed colour cotton is short and weak and hence amendable only for hand spinning. The yield of the colour cotton is low and the colour was not uniform. Thus, the plant breeders, tried to produce superior ones in several varieties with desirable qualities to make coloured cotton more attractive and machine friendly.

Thus, all that comes under the heading of fashion is driven by one strong objective, "To look different". This obsession has become real passion and is referred to fashion. No human being at any point of his/her age can escape the enticing temptation of fashion; everyone loves to look charming and attractive. Many new trends are coming and