

Design development of traditional embroidery motifs in knitwears through computer aided designing

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■ **ABSTRACT :** Technological advancements have brought automation and computer aided manufacturing (CAD/CAM) system in all the areas including textile and garment industry. CAD has specific design system using computer as a tool to design anything from aircraft to knitwears. India has a fairly large hosiery industries and most of the hosiery units are concentrated in Punjab. Today, the consumption of knitted goods has increased rapidly and consumer demand for garments which are comfortable and fashionable. Computerized embroidery machines are available to cater the needs of bulk production and to match the international standards. *Phulkari* is the traditional embroidered shawl of rural folk of Punjab. Now as the traditional products are being widely used and adopted in latest fashion trends, the designers have begun to explore conventional motifs in modern textiles. To keep pace with changing demands of the consumer taste and fashion, the conventional embroidery motifs provide a source of inspiration to many young designers in developing interesting patterns. The presented study was conducted to design simple but stylish knitwear product with traditional embroidery stitch of *Phulkari*. For conducting the present study a total of thirty *Phulkari* motifs were identified on the basis of primary and secondary sources. Preferences of consumers were studied for these designs and based on the preferences of eighty randomly selected respondents in the age group of twenty to thirty years, ten most preferred designs were developed for knitwear using *Phulkari* motif. Thus, ten designs were developed with five different colour combinations for the production of final articles.

■ **KEY WORDS :** Computer aided embroidery, Traditional embroidery, Embroidery design development, Knitting

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The popularity of knitting has grown tremendously in the recent years because of the increased versatility of techniques, the adaptability of many new man made fibres and the growth in the consumer demand for wrinkle resistant, stretchable and snug fitted garments, particularly in expanding areas of sports wear and other casual wear segments (Vadhani, 2001). Technological advancements have brought automation and computer aided manufacturing (CAD/CAM) system in all the areas including textile and garment industry (Anonymous, 2004). CAD has specific design system using computer as a tool to design anything from aircraft to knitwears (Anonymous 2004). India has a fairly large hosiery industry and most of the hosiery units

are concentrated in Punjab. Today, the consumption of knitted goods has increased rapidly and consumer demand for garments which are comfortable and fashionable. Computerized embroidery machines are available to cater the needs of bulk production and to match the international standard. *Phulkari* is the traditional embroidered shawl of rural folk of Punjab. Now as the traditional products are being widely used and adopted in latest fashion trend, the designers have begun to explore conventional motifs in modern textiles. To keep pace with changing demands of the consumer taste and fashion, the conventional embroidery motifs provide a source of inspiration to many young designers in developing interesting patterns.