Research **P**aper



Process simulation of digital embroidery design module

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■ABSTRACT : The 'DED (digital embroidery design) module was developed keeping in mind the principles of mass customization and personalization to derive competitive advantage in respond to consumers demand for customized products. Adobe Photoshop and PE design software were used for developing colourways and digital embroidery design from Rajasthani miniature paintings in systematic manner in the form of digital embroidery design module. In order to judge the efficacy of developed 'digital embroidery design module' (DED), of simulated textile designs for mass customization, the usefulness of developed "DED" module was assessed by a panel of 10 judges (previously selected) and 10 entrepreneurs. The developed digital embroidery designs were highly liked and well appreciated by the judges. Results showed that developed "DED" module was found acceptable by 91.09 per cent and 92.36 per cent by the judges and entrepreneur respondents.

KEY WORDS : Embroidery, Digital, Process, Simulation

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