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A Case Study

A study on the selection of trouser designs by youngsters

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■ **ABSTRACT** : Designers are ever evolving new styles for fashion conscious people. In the present scenario, western dresses are on the mind of young people and adolescents. Trousers, the western garment, were first adopted by Indian males. Though in the recent past, it is gradually becoming popular among the educated young females, thus making a unisex garment. The study was conducted in Ludhiana city of Punjab state in 2003 and ten years later, in 2013 to find the change in selection of different kinds of designing in trousers from the youngsters. It was found that 92 per cent of the respondents preferred trousers for both formal and informal wear in 2003, after ten years it was observed that all (100 %) of the respondents preferred for both formal and informal wear. None of the respondents preferred to get his trouser stitched either at home or from a tailor as per the study during the year 2013. But all of them (100 %) favoured the readymade trousers as against 5 per cent who preferred tailormade trousers and 3 per cent who preferred homemade trousers in 2003. Cotton fabric remained the most preferred over the years. The respondents' response on preferences regarding colours indicated that blue (54 %) was the most preferred colour, followed by black. A few respondents preferred red and maroon colour in 2013 which was not chosen in 2003.

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