

Changing trends in bridal ensemble

■ Manideep Kaur and Harminder Kaur Saini

Received: 26.07.2018; Revised: 03.04.2019; Accepted: 12.04.2019

■ **ABSTRACT :** This study highlights the various changes taking place in the patterns of wedding dresses of brides, jewellery, etc. at two different periods of time in Punjab. A sample size of 300 respondents was selected which spread over three districts namely Ludhiana, Patiala and Bathinda of *Malwa* region of Punjab. The findings revealed that trend of wearing *Salwar suits* and *Sarees* as a wedding dress significantly declined, while the trend of wearing designer *Suits* and *Lehnga choli* as a wedding dress has significantly increased between two intergenerational periods. Long dress turned out to be the new dress trend being used by the bride as wedding dress in the Ludhiana region only. Significant changes were also observed in the case of procuring wedding dress. Most of second generation respondents prefer dress designer and fashion boutique for procuring the wedding dress. On contrary, majority of the first generation respondents dependent on tailor and local boutiques for stitching of wedding dress. The trend of approaching branded shop for procuring wedding dress was also reported by second generation respondents. Acquiring wedding dress on rent basis was the new emerging trend among young generation. Discernible changes were seen in case of jewellery of the bride also. Among precious jewellery, white gold, *Polki*, silver and platinum came out to be the most preferred materials by the young generation. Artificial jewellery being more appealing and was highly preferred by second generation as compared to first generation respondents. However, the pattern of *Kalire*, hair accessories and *Parandi* of the bride was significantly changed at these two intergenerational periods. The economic and social transformations in the society led to increase in the bridal articles in the trousseau both in terms of numbers and varieties. The results also revealed that the approach of procuring trousseau articles was considerably from local shops to far away cities or even out of states also.

See end of the paper for authors' affiliations →

Manideep Kaur

Department of Apparel and
Textile Science, Punjab
Agricultural University,
Ludhiana (Punjab) India
Email : mani_sital@yahoo.co.in

■ **KEY WORDS:** Intergenerational, Trousseau practices, Marriages, Bridal accessories, Respondents

■ **HOW TO CITE THIS PAPER :** Kaur, Manideep and Saini, Harminder Kaur (2019). Changing trends in bridal ensemble. *Asian J. Home Sci.*, 14 (1) : 14-21, DOI: 10.15740/HAS/AJHS/14.1/14-21. Copyright@ 2019: Hind Agri-Horticultural Society.