

# Evaluation of contemporary fashion footwear designed by refashioning traditional punjabi *Jutti*

■ Amanjot Kaur and Harminder Kaur Saini

Received: 29.01.2020; Revised: 24.03.2020; Accepted: 09.05.2020

■ **ABSTRACT :** Traditional *Juttis* are back on the fashion scene in a jazzed up new style. The world of fashion is cyclical and now it is the turn of the traditional Punjabi *Jutti* to be reinvented. Forty motifs/designs of traditional Punjabi *Jutti* were documented from leading stores of local markets of Muktsar and Fazilka, internet, books and magazines etc. through photographs. For this study, different designs of footwear were developed in styles/shapes variation using ten selected *Jutti* motifs through computer aided designing (CAD) using corel draw x4. Thus, total 10 contemporary footwear designs with selected seven style variations of each footwear were developed. Six most preferred designs of footwear preferred by the consumers were prepared and evaluated by a sub sample of 30 respondents in terms of design, shape/style, fabric used and overall appearance. Among the prepared footwear, the most preferred footwear was design code C<sub>2</sub> on the basis of design, fabric type, style/shape and overall appearance, with mean score of 4.73, 5.23, 5.16 and 4.66, respectively. The quoted price for the prepared footwear C<sub>2</sub>, H<sub>7</sub> and G<sub>1</sub> were found to be adequate with profit margin of 50, 26.58 and 19.89 per cent, respectively.

■ **KEY WORDS:** Corel Draw X4, *Jutti*, Footwear, *Kurta pyjama*

■ **HOW TO CITE THIS PAPER :** Kaur, Amanjot and Saini, Harminder Kaur (2020). Evaluation of contemporary fashion footwear designed by refashioning traditional punjabi *Jutti*. *Asian J. Home Sci.*, **15** (1) : 114-119, DOI: 10.15740/HAS/AJHS/15.1/114-119. Copyright@ 2020: Hind Agri-Horticultural Society.

See end of the paper for authors' affiliations

→  
**Harminder Kaur Saini**  
Department of Apparel and  
Textile Science, College of  
Community Science, Punjab  
Agricultural University,  
Ludhiana (Punjab) India  
Email : harminderct@pau.edu