

Designing party wear skirts for teenage girls

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■ **ABSTRACT :** In the present study, designing of party wear skirts for teenage girls aged between 18 and 19 years was done. Thirty designs of skirt were created and evaluated by 100 respondents from under graduate students from Assam Agricultural University. The thirty number of design party wear skirts were displayed in front of the judges for their preferences. According to their preferences they have ranked the design accordingly. They see property the design created of the skirts drawn on the chart paper and according to their view and like give the preferences. Teenagers like to wear western dresses and follow new trends. Party wear is the most desired aspect in clothing practices for every age. Of all the components of the teenager's wardrobe, skirts are one of the most popular dresses. These designer wears can be worn in different combinations according to the individual's interest.

■ **KEY WORDS:** Design, Skirt, Party wear, Fashion, Teenage

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Designing is the art of applying design, aesthetics and natural beauty to clothing and its accessories. It is influenced by cultural and social attitudes and has varied over time and place. Design in the fine arts is considered to be a creative process and design is the word used loosely in all the arts and particularly in their instruction to mean composition, style or decoration defines Encyclopaedia Britannica (1979). Sumathi (2004) described design as the creativity of a person's ideas are being put up together and arranging it by using the paper and most of the designer gets inspired by the post-civilization their great art work. According to Villamil and Elias (1997), described design as the visual thinking of an individual which express the idea of an individual and that idea is being used and bring in the form of composition view. According to Richmond (1990), stated

that the process of designing is not an easy process where a person will bring all his thoughts and ideas to give a perfect design. A person should have a creativity mind which will help to design his imagination. "Dress designing is always an important art" and a well-designed garment has beauty and appropriateness, which makes it right for the wearer say Gupta *et al.* (1989). Fashion talks, it lives and it grows quotes Hidalgo (2007). Fashion as part of history repeats itself and is defined as the prevailing style in clothing at any given period of time write Amaden and Crawford (2005). To create fashion, nothing more than paper, pencil, ruler and a table are required, in addition to ideas, curiosity, ambition, concentration and endurance explains Entwerfen (2010). The continual change, fashion involves the exercise of creative design skills which results in products that range from the basic

to the rare and elaborate feels Eaes (2009). According to Koshy (1997), fashion garments are differentiated by innovative fabrics or substantial use of trims, embellishments and presence of high degree of craftsmanship in the form of bead, sequin work and sophisticated design, colour and styling inputs. According to Tripathi and Dewan (2013), stated designing of skirts has been constantly important part for the female attire through the history of fashion and still hold its position of importance. Kala (2016) stated unlike any other garment skirt also play a major role in various ladies garments. According to Amanuel (2017) stated that wearing of skirt is becoming a trend and different styles of skirt is being introduced. The dresses and skirts, shows and maintains women to a state of being a permanent sexual convenience on the contrary of closed trousers (Bard, 2010). According to Kaur (1988), teen-agers like to follow new trends which they get attracted by the various changes in fabric, changes in color and changes in design. They are aware of new trends in fashion and like to follow new or current trend of clothing. The young people identity, personality and character can be observed by the cloths they put on as teens wants to look good and create their image (Solomon and Michael, 2006). According to Zollo (1995), teens like to wear new outfit that goes on with the fashion and they like to wear a clothes which shows their self-image and match with their personal wants. A main interest for many of the teenage girls is fashion and following the right trends. According to Martin and Bush (2000) noted that teenagers whenever they found and adopt a new life styles, they influence each other. The behaviours of following of new trends continue with them all over till they get mature life. Bush *et al.* (2000) explore that most of the teenagers are trying hard and searching for their own uniqueness. Teenage group have a great significant importance on their ancestors, central customer buying group, in the general public and they are the most significance for marketers (Kotler *et al.*, 2005). In this present scenario, young people and teenagers like to follow western dresses. To break the tedium of designs in this fashion world and to provide new and different designs to the apparel industry, the study was undertaken. In India, the teenage girls are mostly wear their traditional dress like salwar suits and churidars, but the new fashion of western dresses like jeans, skirts and middies which just picked up momentum in remarkably short time. For teenagers, skirt is one of the most popular

garment which is a convenient party wear that is fashionable as well. It is surprising that the “skirts” which form part of the wardrobe of a young girl today and which is considered a dress of western origin, is in fact, closest to the very first clothing ever to be worn. Skirt (a rectangular of material tied around the hip) is known to have been worn by men and women of Stone Age and before, but the skirts have seen a number of variations since then. There have been changes in their style, form, purpose and design. Considering the above point the study was planned with the following objectives: To develop design of skirts for teenagers and assess the preferences of respondents regarding the design skirts in rank order.

■ RESEARCH METHODS

Total thirty numbers of skirts were design on the chart paper with the help of various designs selected from different sources like magazines, books, advertisement, etc. The study was undertaken to create 30 designs of skirts for teenage girls (aged between 18-19 years). The investigator evolved 30 designs of skirts using design of yokes, flare, pleats, gathers, gores and circular patterns. An interview schedule was prepared to find out the preference of design skirts in rank order of the respondent. The schedule also contained the basic information of the respondents like name, age, educational qualification and permanent address. The investigator displayed the developed design in the hostel of Assam Agricultural University for interviewing purpose. The 100 respondent took place in the selecting of design. The respondents were requested for their views and the interview schedules were filled up while selecting the first eight most suitable designs with the order of preference. The judges constituted of the respondents from under graduate students of Assam Agricultural University, Jorhat-13, Assam.

■ RESEARCH FINDINGS AND DISCUSSION

The experimental findings obtained from the present study have been discussed in following heads:

Preference for skirts design in rank order:

30 different skirts of different patterns with different constructional details like yokes, pleats, gathers and princess line etc. and a top was constant for every skirts were drawn on chart paper. Respondents were

asked to give rank order according to their views and preferences. The top 8 number of design were selected as their most likely design. The calculation is given in Table 1.

It was observed that in Table 1 shows that design no. 24 got I rank, design no. 23 got II rank, design no. 7 got III rank, design no. 4 got IV rank, design no.17 got V rank, design no.11 got VI rank while design no. 27 and design no. 10 got VII and VIII rank, respectively. Therefore, these are the selected design by the respondent according to their view. Selected designs of skirts with the description are shown in Table 2.









Conclusion:

Designing new garments has given a great scope in the garment industry and also gives opportunity to designers to play with colors and textures by using their creativity and imagination. The designing of skirts which has constantly been a very important part of female attire through the history of fashion, still retains its position of significance. By reviewing various books and internet studies, the present investigation was carried out to design skirts in selected designs and colors for the teenage girls. The design features like yokes, gathers, flares were incorporated in the skirts. For a party wears, teenagers

Table 1: Preferences of respondents regarding different designs of skirts

Design no.	Total score (T.S)	Mean score (M.S)	Rank (R)
1.	1556	15.56	XI
2.	1288	12.88	XVI
3.	1362	13.62	XII
4.	2530	25.3	IV
5.	1176	11.76	XVIII
6.	1300	13	XV
7.	2536	25.36	III
8.	1346	13.46	XIII
9.	1216	12.16	XVII
10.	2156	21.56	VIII
11.	2262	22.62	VI
12.	1026	10.26	XXVI
13.	1312	13.12	XIV
14.	1066	10.66	XXIV
15.	1126	11.26	XXI
16.	2140	21.4	IX
17.	2350	23.5	V
18.	1140	11.4	XX
19.	1150	11.5	XIX
20.	1070	10.7	XXIII
21.	1053	10.53	XXV
22.	966	9.66	XXVIII
23.	2632	26.32	II
24.	2742	27.42	I
25.	2132	21.32	X
26.	976	9.76	XXVII
27.	2212	22.12	VII
28.	1088	10.88	XXII
29.	904	9.04	XXIX
30.	740	7.40	XXX

Table 2 : The final eight selected design according to preferences rank order

Rank	Design No.	Description
1 st rank	Design no.24 	It is a flare skirt. The skirt length is from the waist till the thigh with a front opening. The fabric for the outer portion is printed fabric material and inner portion is satin material. On the bottom a velvet strip is used and opening of the skirt is at the side using chain.
2 nd rank	Design no.23 	It is an A shape maxi skirt. Skirt length from waist till floor with a front opening and folding of fabric. The fabric will be plain synthetic material with opening at the back using chain.
3 rd rank	Design no.7 	It is a slim skirt inside and A shape skirt outside with a front opening. Skirt length inside from waist to thigh and outside length from waist to floor. The fabric for inside will be lace using lining inside and outer will be net fabric material. The opening will be at back using chain.
4 th rank	Design no.4 	It is a slim skirt. The length of the skirt is from waist till knee. The gathers will be used at each side. The fabric used will be synthetic material. The opening will be at back using chain
5 th rank	Design no.17 	It is an semi-umbrella skirt of length from waist till the knee. It is of two layers skirt with lace on the 2 nd layer of the skirt. The material used is tissue fabric material. The opening will be at back using chain
6 th rank	Design no.11 	It is a mermaid skirt. The length of the skirt is from waist till the floor. There is fullness from the waist straight till the full length. The fabric used will be satin material and a lace will be patched at the knee level. The opening will be at the side using chain.
7 th rank	Design no.27 	It is a slim skirt. The length of the skirt is from waist till thigh and there is a front opening at front and a lace fabric shown at the front. The fabric used will be synthetic material. The opening will be at back using chain
8 th rank	Design no.10 	It is a slim skirt. The length of the skirt is from waist till thigh with fullness from the waist till the length. The fabric used will be georgette at the each side and for the middle a printed material will be used. The opening will be at the side using chain.

will firstly check the design, color and using of some design feature likes pleats or gathers etc. But the clothing behaviour of teenagers differs as some like to wear a mini or maxi skirt with a fancy decoration with bright colours so that the dress will attract them towards others.

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