

Designing of *Saree* blouse for bust size 80-84 cm

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■ **ABSTRACT** : Fashion is more than just clothing; it reflects the wider spectrum of aesthetics, art and design trends in contemporary society. The growth of fashion around us including *Saree* and *Saree* blouse for different occasions, it becomes a potential field of research study. Considering the above points, the investigator selected a study on designing of *Saree* blouse for bust size 80-84 cm. The collected designs were displayed in front of judges for their preferences. According to their preferences they have ranked five designs accordingly. The preferences were taken for suitability of designs and other elements of blouses. An interview schedule was used to take the preferences. The responses of judges were analyzed in rank order. design number 1 secured first rank followed by Design 7, 18, 8 and 9, respectively.

■ **KEY WORDS**: Fashion, Design, *Saree*, Blouse, Trend

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Clothing is one of the primary needs of mankind like food and shelter. The dress of an individual is a kind of “sign language” that communicates a complex set of information and on which immediate impressions are formed (Devadas, 1968). Clothing is one of the most essential media through which the adolescents can create her own beauty (Hurlock, 1981). Fashion is a social process by which newly introduced styles or trends become popular in a certain time with acceptability by wider cross section of consumers (Gera *et al.*, 2014). Fashion as part of history repeats itself and is defined as the prevailing style in clothing at any given period of time (Amaden and Crawford, 2005). Fashion is the style or styles most popular at a given time (Devi *et al.*, 2019). To create fashion, nothing more than paper, pencil, ruler and a table are required, in addition to ideas, curiosity, ambition, concentration and

endurance (Entwerfen, 2010). Women in India generally wear *Saree* blouse as national costume. The *Saree* blouse is a tight fitted garment which calls for correct measurements of the body (Varughese and Mahale, 1989). The *Saree* blouses earlier known as choli were worn as upper garment along with *Saree* (Dar, 1982). The blouse is an integral part of the embellishment and determines much of fashion and trend (Gupta, 2014). A well-designed garment is one that is harmonious in line, value (dark and light) and colour relationships. The elements may be manipulated in various ways according to the rules or principles of design (Gogoi, 2000). Designing is the art of applying design, aesthetics and natural beauty to clothing and its accessories (Encyclopaedia Britannica, 1979). Dress designing is always an important art and a well-designed garment has beauty and appropriateness, which makes it right

for the wearer (Gupta *et al.*, 1989). Garment design is an integration of all the design elements, including colour, texture, space, lines, pattern silhouette, shape, proportion, balance, emphasis or focal point, rhythm and harmony (Fan, 2009). Garment fit and comfort were the most important criteria for the investigated group during purchase decisions and nearly all of the respondents considered clothing comfort as more important than before (Kaplan and Okur, 2008). *Saree* blouse is a tight fitted upper garment which goes with the *Saree* (Flynn, 1971). According to Thomas (1993), the blouse is closely fitted garment. All the darts of the blouse should be pointing toward the pivot point. Rathbone *et al.* (1962) stated that blouses can have several kinds of opening; and they can be decorated in a variety of ways. According to Balakumar (2015), Blouse is a women's upper torso wear. Mostly the Indian women's of all groups will have eager to wear this dress, while wearing the *Saree* as their costume preferred to wear the *Saree* blouse. Blouse is commonly used with *Saree*, mekhelachadar and ghagra (Zarapkar, 1990). The blouse is a favorite ensemble of every Indian woman and they fill wardrobes with the *Sarees*, worn by women of every body type, skin tone and class (Gupta, 2016). Indian women, above the age of 20 years, specially the Assamese women, mostly wear *Saree*, mekhelachadar and blouse. But very little work has been done in Assam. The growth of fashion around us including *Saree* and *Saree* blouse for different occasions, it becomes a potential field of research study (Borthakur, 1995). Considering the above points, the investigator selected a study with the following objectives: To develop designs for *Saree* blouse and assess the preference of respondents regarding the design blouses in rank order.

RESEARCH METHODS

Considering the bust size, sixty designs were collected from different sources like books, magazines including shops in the market of Jorhat town. Total 20 designs for bust size 80-84 cm were developed and had drawn on chart paper. Colours were used on diagrams so that they appeared prominently. An interview schedule was prepared to find out the preference of the respondents. The survey was conducted on 30 girls regarding the concept of designing. The investigator displayed the developed designs in the hostels of AAU for interviewing purpose. The respondents were

requested for their views and the interview schedules were filled up while selecting the five most suitable design with the order of preference. The judges constituted of the respondents from under graduate as well as post graduate students of College of Community Science.

RESEARCH FINDINGS AND DISCUSSION

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

Preference for skirts design in rank order:

The collected data were arranged and then analyzed. The data was recorded in the coding sheet. The recorded data were transferred from coding sheet to transcription sheet and tabulated. The ranks were calculated (Gupta, 1977) by using the formula given below:

$$R = \frac{M.R. \times N}{T.S.}$$

R = Rank
M.R. = Mean Rank
T.S. = Total Score
N = Number of respondent

Total 20 designs were developed and had drawn on chart paper. The respondents were asked to give rank order according to their view. Out of 20 designs top 5

Design no.	Total score (T.S.)	Mean rank (M.R.)	Rank (R)
1	575	19.16	1
2	348	11.60	16
3	221	7.36	8
4	319	10.63	13
5	259	8.63	9
6	249	8.30	10
7	495	16.50	2
8	483	16.10	4
9	470	15.66	5
10	340	11.33	14
11	448	14.93	15
12	243	8.10	20
13	254	8.46	6
14	253	8.43	11
15	86	2.86	17
16	202	6.73	7
17	164	5.46	18
18	485	16.16	3
19	230	7.66	19
20	172	5.73	12






designs were selected with the order of preference.

It was observed from the Table 1 that most preferred design by the respondents is design no. 1,

followed by design no. 7, 18, 8 and 9, respectively.

The rank orders of preferences regarding designs of the blouses were presented in the Table 2.

Table 2: Rank order of selected design according to preferences

Rank	Design No.	Description
1 st rank	Design no. 1 	This particular design had come first in order of preference. The design had boat neckline and princess line in the front with set - in sleeve, length up to elbow. The back part had a broad band at the waist and the upper part had open triangular shape in the middle.
2 nd rank	Design no. 7 	This particular design had come second in order of preference. The design had sweet heart neckline and princess line from shoulder till waist. The back part had deep neckline decorated with beads. The armhole at the front and back was finished with decorated band.
3 rd rank	Design no. 18 	This particular design had come third in order of preference. The design had deep round neckline both front and back and princess line in the front. The front and back were decorated with laces. This design had long sleeve, length up to wrist. Both the sleeve had appliques in elbow portion.
4 th rank	Design no. 8 	This particular design had come fourth in order of preference. The design had stand collar and princess line in the front. The back had open rectangular shape in the middle of the back with fasteners in the neckline and in the waist line. The rectangular shape was finished by decorated laces.
5 th rank	Design no. 9 	This particular design had come fifth in order of preference. The front had V shaped neckline and princess line in the front with short sleeve, length upto upper arm. The back part had wide, deep round neckline with fasteners at the waist line.

Conclusion:

The blouse is a favorite attire of every Indian woman throughout the history of fashion. The beauty of a *Saree* is only enhanced when it is paired with a beautiful designed blouse piece. Today's blouse designs are more wide-ranging and exclusive than ever. So, blouse design has given a great scope in the garment industry and also gives opportunity to designers to satisfy both the creative fancies and the materialistic needs of the people.

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