

# Assessment of developed tunics inspired from inlay work

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■ **ABSTRACT** : The investigation was carried out to design a line of tunics inspired from inlay work. Acceptance of respondents for prepared tunics was studied. Based on the preferential choices of the girls, six tunics were prepared using inlay motifs were rendered through machine embroidery. Evaluation of designed tunics was done by a sub-sample of thirty respondents. The most preferred tunic on the basis of silhouette was D<sub>5</sub> (Mean score 4.6) which obtained first rank. Tunic D<sub>8</sub> (mean score 5.2) was most preferred for the embellishments used. Both D<sub>5</sub> and D<sub>8</sub> tunics were most preferred for overall appeal. Quoted selling price of prepared tunic D<sub>5</sub> was observed as adequate by most of the respondents (76.67 %). Probable profit margin possible on selling tunics were estimated from minimum 20.40 per cent to maximum 26.67 per cent. Mass production of tunics can reduce the cost of production.

■ **KEY WORDS**: Tunic, Inlay work, Motifs, Preferences, College-going girls

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**T**unic is a straight garment worn by both men and women. The tunic for men was loose-fitted, whereas a women's tunic could be close-fitted was worn in early 3<sup>rd</sup> century BC. Then, throughout the medieval period, both males and females continued wearing tunic as a basic garment. Tunics were worn with varying sleeve and hem lengths during Middle Ages (Kaur, 2014). The fabrics used were wool, linen and silk. Men began to dress in short belted tunics over trousers as lower garment during 19<sup>th</sup> century. By mid 1850s, slightly longer tunics reaching down to the middle of the thigh were worn by the soldiers in British army to provide warmth (Marshal, 2009). Over the period of time, their styling involved the use of numerous constructional and decorative features. Contemporarily, tunics are still worn but the designs have completely changed from what they

once were. Most of the women consider tunics as something of a wardrobe staple. Tunics are very versatile in creating varied looks as it depends on what these are paired with and accessorized. Tunics can either be fancy or casual. Young girls and women are most fashion conscious. They prefer to wear slim fit and highly stylized dresses to make them look stunningly beautiful. Development of tunic designs using inlay work might impart decorative and aesthetic look to the tunics. Inlay art is the momentous element of Mughal monuments in India. Brilliant colourful stones are cut into thin shaped slices and neatly embedded in the specific sockets prepared in the marble (Anonymous, 2015). These inlay motifs have been sparking the ideas for design development of various products. The same motifs may be used to design a line of tunics as well (Moorie, 2016).

Thus, the study was conducted to fulfill the below mentioned objectives.

**Objectives:**

- To study preferences of college going girls for developed designs of tunics.
- To assess the profit margin of prepared tunics.

**RESEARCH METHODS**

Based on the preferences of college going girls tunics were designed and evaluated on the basis of tunic design, silhouette, placement of motifs, embellishments and its' overall appearance. Profit margin was also calculated. For this investigation, respondents were selected through random sampling technique. An assessment sheet was prepared to gather the required information. The data were coded, tabulated and, percentages and mean scores were calculated.

**RESEARCH FINDINGS AND DISCUSSION**

The preferences of respondents were considered for selection of fabrics, various design details and embellishments. On the basis of ranking by the respondents, six most preferred tunic designs were prepared (Fig.3 - 8). The consumer acceptance of the developed tunics was determined to study the preference of sub-sample of respondents regarding the silhouette, embellishments and overall appearance of the prepared tunics

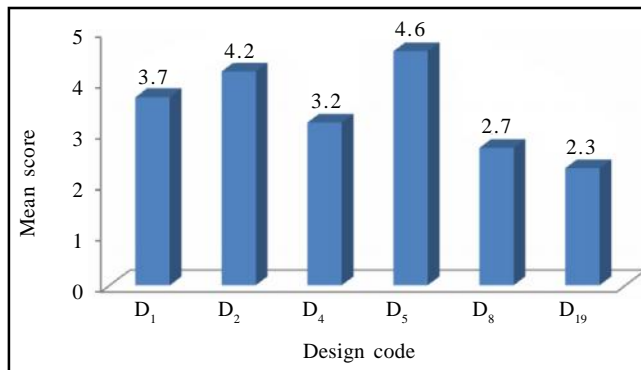
Tunic D<sub>5</sub>(Fig. 6) was most liked by the respondents for its design with mean score 2.8 followed by D<sub>4</sub> with mean score 2.7 (Table 1). Design of tunic D<sub>1</sub> and D<sub>2</sub> obtained third and fourth ranks with mean scores 2.4 and 1.9, respectively. Least preferred design of tunic was D<sub>19</sub>(Fig. 8) with mean score 1.3.

Also tunic D<sub>5</sub> was most preferred with respect to its tubular silhouette by the respondents with mean score 4.6 and was placed at the first rank (Fig.1). The

**Table 1 : Assessment of prepared tunics on the basis of tunic design**

Design code	Mean score	Rank
D <sub>1</sub>	2.4	III
D <sub>2</sub>	1.9	IV
D <sub>4</sub>	2.7	II
D <sub>5</sub>	2.8	I
D <sub>8</sub>	1.6	V
D <sub>19</sub>	1.3	VI

silhouettes of designs D<sub>2</sub>, D<sub>1</sub>, D<sub>4</sub> and D<sub>8</sub> obtained mean scores 4.2, 3.7, 3.2 and 2.7 and thus, these were placed at second, third, fourth and fifth ranks, respectively. The tunic D<sub>19</sub> was least preferred for its silhouette with mean score 2.3 and was given sixth rank. Hence, A-line silhouette of the prepared tunics was least preferred by the respondents.



**Fig. 1 : Assessment of prepared tunics for silhouette**

The data in Table 2 revealed that placement of motif for tunic D<sub>5</sub> was highly preferred for its floral motif with mean score 3.25 and got first rank. Tunic D<sub>4</sub>, D<sub>8</sub>, D<sub>2</sub> and D<sub>1</sub> obtained second to fifth rank for the placement of motifs with mean scores 2.25, 2.05, 2.35 and 1.98, respectively. Placement of motif in case of tunic D<sub>19</sub> was least preferred with mean score 2.00.

**Table 2 : Assessment of prepared tunics on the basis of placement of motifs**

Design code	Mean score	Rank
D <sub>1</sub>	1.98	V
D <sub>2</sub>	2.38	IV
D <sub>4</sub>	2.25	II
D <sub>5</sub>	3.25	I
D <sub>8</sub>	2.05	III
D <sub>19</sub>	1.75	VI

Embellishments of tunic design D<sub>8</sub> (Fig.7) were most preferred with means score 5.2 and was given first rank (Table 3). It was followed by designs D<sub>5</sub>, D<sub>4</sub>, D<sub>1</sub> and D<sub>2</sub> which obtained mean scores 4.5, 3.5, 2.8 and 2.7 for their embellishments and thus, were placed at second to fifth ranks, respectively. Embellishments of tunic D<sub>19</sub> (mean score 2.1) was least preferred and got sixth rank.

Preferences on the basis of the rendering techniques of the prepared tunics were taken. Tunic D<sub>5</sub> (mean score 4.30) was highly preferred by the respondents on the

Table 3 : Assessment of prepared tunics for embellishments		
Design code	Mean score	Rank
D <sub>1</sub>	2.8	IV
D <sub>2</sub>	2.7	V
D <sub>4</sub>	3.5	III
D <sub>5</sub>	4.5	II
D <sub>8</sub>	5.2	I
D <sub>19</sub>	2.1	VI

basis of rendering technique (Table 4). Second, third and fourth ranks were obtained by the rendering technique of tunic D<sub>1</sub>, D<sub>8</sub> and D<sub>4</sub> with mean scores 3.70, 3.30 and 2.00, respectively. Tunic D<sub>19</sub> (mean score 1.00) was least preferred with respect to its rendering technique and hence, got eighth rank.

Preferences regarding the overall appearance of the developed tunics was studied and observed in Table 5. It was observed that tunic D<sub>5</sub> was most preferred

Table 4 : Assessment of prepared tunics on the basis of rendering techniques		
Design code	Mean score	Rank
D <sub>1</sub>	3.70	II
D <sub>2</sub>	1.96	V
D <sub>4</sub>	2.00	IV
D <sub>5</sub>	4.30	I
D <sub>8</sub>	3.30	III
D <sub>19</sub>	1.00	VI

with the highest mean score of 5.2 and was placed at first rank. Tunics D<sub>4</sub> and D<sub>1</sub> obtained mean score of 4.5 and 3.9, got second and third ranks, respectively. The tunic D<sub>19</sub> was least preferred with mean score of 1.8

Table 5 : Assessment of prepared tunics on the basis for overall appearance		
Design code	Mean score	Rank
D <sub>1</sub>	3.9	III
D <sub>2</sub>	2.3	V
D <sub>4</sub>	4.5	II
D <sub>5</sub>	5.2	I
D <sub>8</sub>	3.1	IV
D <sub>19</sub>	1.8	VI

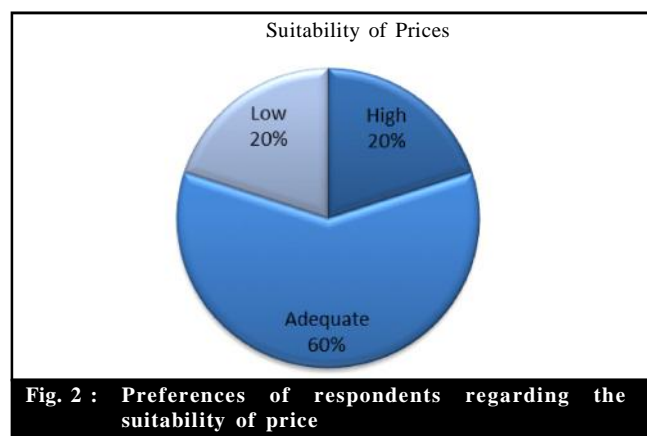


Fig. 2 : Preferences of respondents regarding the suitability of price



Fig. 3 : Prepared tunic design D<sub>1</sub>



Fig. 4 : Prepared tunic design D<sub>2</sub>



**Table 6 : Assessment of profit margins of prepared tunics**

Design code	Cost price (Rs.)	Average selling (Rs.)	Z-value	Percentage profit (%)
D <sub>1</sub>	3240	4040	15.55*	26.67
D <sub>2</sub>	2250	2850	10.26*	24.69
D <sub>4</sub>	2440	2970	7.12*	21.72
D <sub>5</sub>	3210	3860	6.02*	20.24
D <sub>8</sub>	2400	2990	9.51*	24.58
D <sub>19</sub>	1715	2175	7.24*	21.00

\* indicates significance of value at P=0.05



**Fig. 5 : Prepared tunic design D<sub>4</sub>**



**Fig. 7 : Prepared tunic design D<sub>8</sub>**



**Fig. 6 : Prepared tunic design D<sub>5</sub>**



**Fig. 8 : Prepared tunic design D<sub>19</sub>**

and was given sixth rank. Hence, on the basis of overall appeal, tunic D<sub>5</sub> was most liked by the respondents.

### Assessment of profit margins of the prepared tunics:

For the profit margins z-values were calculated and were found at 5 per cent level of significance. The profit varies from minimum 20.24 per cent to maximum 26.67 per cent (Table 6). The high acceptability of profit margins of prepared tunics showed the concept is accepted and appreciated by most of the consumers.

Regarding suitability of prices, it was observed that more than 60 per cent of the respondents considered quoted price to be 'adequate'. Whereas, 20 per cent high and 20 per cent low (Fig. 2).

### Conclusion:

Developed designs of tunics were evaluated on the basis of tunic design, silhouette, placement of motifs, rendering technique and overall appearance. Design D<sub>5</sub> was most liked on the basis of its tunic design, silhouette, placement of motifs, rendering technique and overall appearance. Tunic design D<sub>8</sub> was given first rank on the basis of its embellishments. The probable profit margin

varies from minimum 20.24 per cent to maximum 26.67 per cent, which was found acceptable. Commercially viable tunics inspired by inlay work can be made; the cost of production can be reduced. The high acceptability and profit margin of the prepared tunics showed that concept is appreciated by most of the college going girls.

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