

Aesthetic attributes of nightie preferred by ladies

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ABSTRACT

In modern age, increased level of dress consciousness of individual has contributed to the development of innovative designs. Out of all the night garments of women, 'nighties' have their own place of pride. Therefore, this study was undertaken to determine the lady's preference towards the aesthetic attributes of nighties. The research reveals that 'A' line style with loose fitting and round yoke having front placket opening were most preferred attributes. Square neckline and set in sleeve of short length, attained 1st rank by ladies. Maximum ladies preferred to decorate their nighties with embroidery and laces.

Key words : Yoke, Placket, Texture, Fullness features

In present era, consumers are becoming more fashion conscious, more sophisticated and more selective. The colour, designs and styles keep on adapting to the changing tastes and fashions, as man's aesthetic sense motivates him to introduce grace and elegance into monotony and drabness which leads gradually to decorate designs through line, form, colour and style.

Now the women are increasingly becoming educated and socially alert. They are playing an active role at the domestic level as well as career fronts, so they want variety in their wardrobes. Since they remain busy throughout the day, they usually prefer comfortable night clothes, not only to relax their tense bodies but also their tense nerves.

Out of all the night garments of women, 'nighties' have their own place of pride. It is a loose garment which hangs down from the shoulder to midhigh, knee and half of ankle level. It looks like a frock and has almost similar designs except that the bottom hem flare is usually average. The back and full placket are avoided and the decorative features are used in minimum to medium. So, such features don't interfere with the comfort of the resting body and mind.

METHODOLOGY

For this study, 120 ladies, between the age group of 20-40 years, were taken from four different regions of Kanpur city. Purposive random sampling technique was used to select the respondents. An interview schedule was prepared to collect the data. The respondents were personally contacted to know their preferences for aesthetic attributes.

The collected data were tabulated and analyzed to

calculate frequency, weighted score, mean, percentage and ranks.

Twenty designs of nightie were sketched according to the preferences of respondents. Out of 20 designs 6 most preferred designs were selected by panel of judges. These, 6 designs were constructed and evaluated for their acceptance on the basis of wear trials. Follow-up interview schedule was used for the same purpose.

RESULTS AND DISCUSSION

Satisfaction from ready made nighties:

From Table 1 it is clear that 40.83% respondents preferred to alter their ready made nighties because of poor fitting and finishing, while 31.66 % respondents, altered their nightie only to obtain proper fitting.

Table 1 : Reasons for alteration of nighties

Sr. No.	Reason for alteration	%
1.	Fitting	31.66
2.	Finishing	1.66
3.	Fitting and finishing both	40.83
4.	Design	0.00
5.	Comfort	0.83

Type of fabric:

Woven cotton was most preferred fabric (score 235) for nighties (Fig. 1). 99 score was gained by cotton hosiery followed by lycra (45) and terricot (42).

Preference for colour:

Perusal to Fig. 2 shows that the highly preferred colour was pink (20.8%) followed by blue (12.5%), yellow

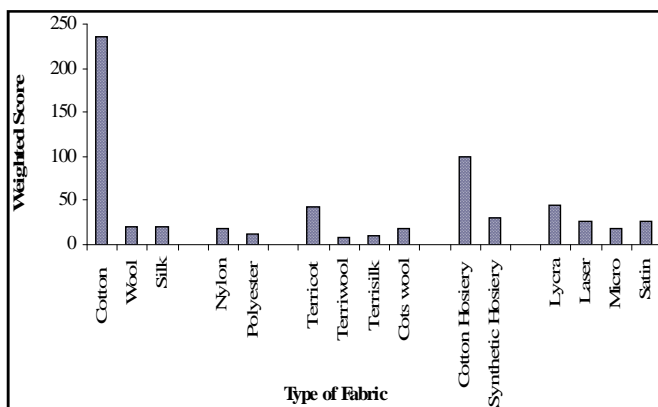


Fig. 1 : Type of fabric preferred for nighties

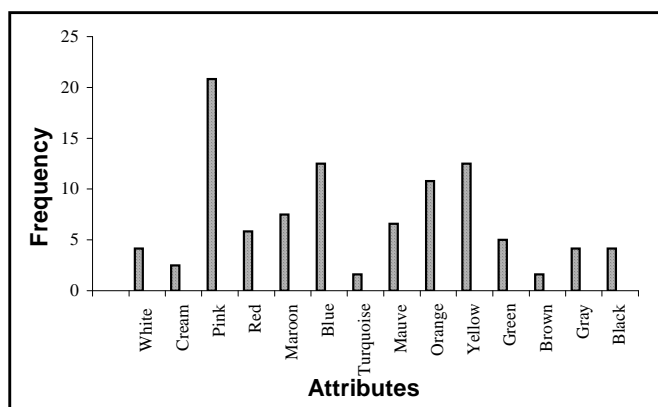


Fig. 2 : Preference for colour of nighties

(12.5%) then mauve (6.6%) and red (5.83%).

Fabric texture:

As far as texture is concerned, soft and smooth texture was liked most (1st rank) followed by fine texture (2nd rank) and shiny texture (3rd rank) (Table 2).

Style of nighties:

From Table 3, it is clear that most of the respondents preferred ‘A’ line style of nightie (rank I) next was flare with yoke style (rank II) followed by ‘Angrakha’ style

Table 2 : Liking of texture of fabric for nighties

Sr. No.	Textures	Rank
1.	Fine	II
2.	Soft and smooth	I
3.	Fuzzy	V
4.	Coarse	VI
5.	Shiny	III
6.	Dull	IV
7.	Stiff	VII

Table 3 : Preference for style of nighties

Sr. No.	Style of nightie	Rank
1.	‘A’ Line	I
2.	Flaired with yoke	II
3.	Angrakha style	III
4.	Kaftan style	IV

(Rank III) and ‘Kaftan’ style (Rank IV).

Fitting of nighties:

Fig. 3 indicates that slightly loose nightie was most preferred (score 167) as this garment is worn for comfort purpose. Weighted score 87, 17 and 13 were gained by loose, tight fit and very loose nighties, respectively.

Type of yokes:

Round shaped yoke was most preferred (25 %), followed by ‘U’ shaped yoke (23 %) and ‘V’ shaped yoke(20 %) (Table 4).

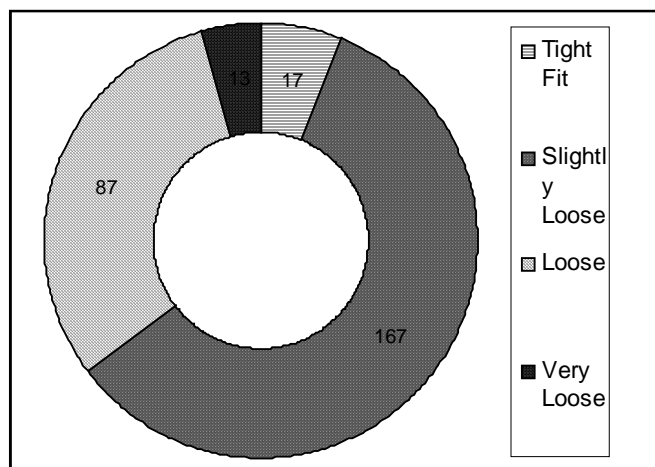


Fig. 3 : Preference for fitting of nighties

Table 4 : Preference for type of yoke of nighties

Sr. No.	Type of yoke	Per cent
1.	Front yoke	8
2.	Shirt yoke	5
3.	‘U’ shaped yoke	23
4.	‘V’ shaped yoke	20
5.	Square-‘V’ shaped yoke	19
6.	Round shaped yoke	25

Placket opening:

From Table 5 it is clear that half front placket opening was highly preferred (weighted score 203) and second most preferred was full placket opening (weighted score

Sr. No.	Placket opening	Weighted score
1.	Half front placket opening	203
2.	Full placket opening	82
3.	Half back opening	13
4.	Shoulder opening	8

Sr. No.	Sleeve length	Rank
1.	Sleeve less	III
2.	Short sleeve	I
3.	Half sleeve	II
4.	Three quarter	V
5.	Full	IV

82).

Type of neck line :

The beauty of the nightie is highly affected by the type of neckline. Square neckline (rank I) was preferred by most of the respondents. Rank II, III, IV, V were given to round, 'V' shape, boat shape and draw string, respectively (Fig. 4).

Fullness features:

Findings of the study showed that maximum number of respondents liked gathers (23%) then pleats and smocking (19%) (Fig. 5).

Decorative features:

According to Table 8, maximum score was given to embroidery (rank I) then smocking (rank II) and applique work (rank III).

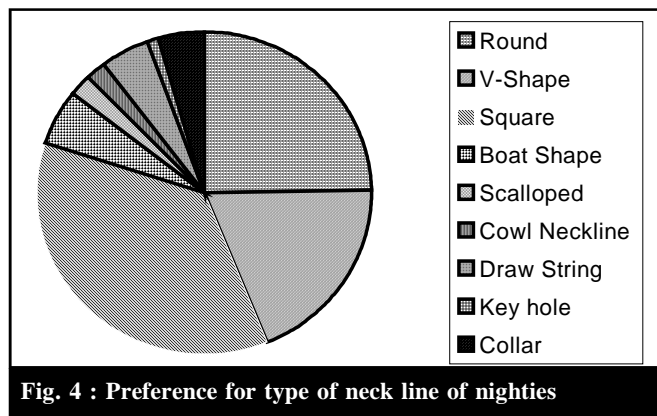


Fig. 4 : Preference for type of neck line of nighties

Type of sleeve:

Set in sleeve scored the highest (rank I) while dolman sleeve was least preferred (rank VI) (Table 6).

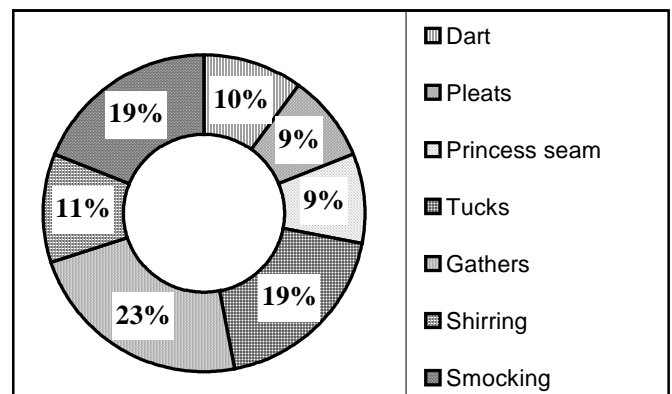


Fig. 5 : Fullness features of nighties

Sr. No.	Type of sleeve	Rank
1.	Set in sleeve	I
2.	Kimono	IV
3.	Raglan	III
4.	Cap	II
5.	Bell sleeve	III
6.	Magyar	III
7.	Dolman	VI

Sr. No.	Decorative features	Rank
1.	Embroidery	I
2.	Applique work	III
3.	Fabric painting	IV
4.	Smocking / honey comb	II
5.	Net	V

Sleeve length:

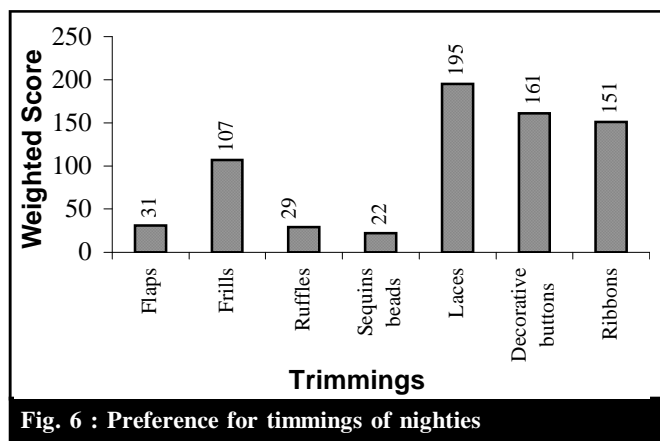
Table 7 indicates that majority of respondents preferred to wear short sleeve (rank I) while half sleeve and sleeveless got preferences on 2nd and 3rd place, respectively.

Trimmings:

Trimmings play a very important role in the beautification of any garment. The most preferred trimming according to 6 was laces (score 195), then decorative buttons, ribbons, frills and flaps having score 161, 151, 107, 31, respectively (Fig. 6).

Evaluation of constructed nighties:

All the designs were judged by a panel of 30 judges



comprising of faculty members of Textiles and Clothing, designing personnel and few respondents

The most preferred six designs of nighties were constructed and their wear trial was done to know the acceptance and order of preference. The order of preference was found same as for the design of nighties.

Similar type of observation has been made by Kaur and Dhillon (2005) in respect of construction of formal wear trousers.

Conclusion:

The study concludes that most of the young ladies (90%) were not found satisfied with their ready made nighties and willing to made alterations. So, there is an immense scope in designing of nighties as they provide uniqueness in design, desired fitting, finishing and also to satisfy the urge of women to be always in fashion.

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