

Prevailing trendy tops and skirts for college girls

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ABSTRACT

Clothing has become a preferred means of individual expression and economic concerns. It is evident that college girls have their own ideas about what they want to wear and so have more influence on what eventually ends up hanging in their closets and the researcher planned the concept of developing asymmetrical outfits could be good choice with variegated silhouettes and hemlines which could be worn as college and occasion wear. Keeping this in view, a study was conducted to assess the availability of variegated silhouettes and hem lengths in Hubli-Dharwad corporation area. A survey was conducted by personal interview method to collect the information from readymade garment shop owners. A self-structured questionnaire was administered on shop owners to elicit information on trendy tops and skirts. Thus, the result revealed that tops like T-shirt, shirt and top with yoke are available with having length below waist and seat length, whereas skirts are available either in flared or A-line silhouette than tyred or fishtail. The silhouette viz., pegged, pencil and tyred are popular among maxi than any other skirt styles. Maximum skirts were up to ankle length followed by below knee and mid calf, whereas ankle, mid calf and knee length for casuals.

INTRODUCTION

Clothing is the second skin, provides protection to wearer and considered be next to food and shelter as essential for human survival, and is an outward appearance of how people feel about themselves and the kind of world they tend to live in. Clothing is rather an intimate part of an individual, an expression or extension of the bodily self. One's appearance affects not only feelings and behaviour but also serves as a non-verbal symbol, projecting a revealing impression to those with whom one comes in contact.

College going girls are between the ages of 17 to 25years, keep changing their likes and dislikes since they are influenced by a number of factors viz., colour, design, material, style and fashion, durability, suitability, trend, festivals, cost, texture, brand, peer group influence, advertisements etc. and they are more concerned about fashionableness of a garment than its durability. In today's fashion the skirt with variegated hemlines will be

good choice. Hemline is defined as the line formed by the lower edge of a garment, such as a skirt, dress or coat measured from the floor. The hemline is perhaps the most variable style line in fashion, changing shape and ranging in height from hip-high to floor length hemline usually vary based on their height and shape of the outfit. It has been equated with both fashion and culture. Diversity of outfits are being designed for the college girls to meet the demand. These outfits can be worn as college and occasion wear. Hence, an attempt was made to conduct a study on prevailing trendy tops and skirts for college girls.

MATERIAL AND METHODS

The present study was undertaken in Hubli-Dharwad Corporation area. Self-structured interview schedule was administered on 50 readymade shop owners to gather the general and specific information and focus was given on specific information like fibre content, garment style, garment pattern, collar, neckline, sleeves, silhouettes, hem length and

amount of surface embellishment. The following information was collected separately for the upper garment and lower garment preferable tops and skirts. The data were collected by personal interview method, highlighting on the hem length and silhouettes of the upper and lower garments available for the girls belonging to the age group of 17-25 years. The data were further analyzed and tabulated by calculating the frequency and percentage.

OBSERVATIONS AND ANALYSIS

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Variegated tops and skirts available in the readymade shops :

From Table 1 it is clear that the Hubli-Dharwad corporation area has readymade garment shops which promote the garments as retailer, wholesaler and exclusive sellers. Irrespective of the categories of shops, the ladies skirts and tops meant to at various occasions were promoted, however the percentage varied. It is interesting to note that the descending order of tops and skirts available in all the three shops is daily wear, functional wear, casual wear and uniforms. However, greater per cent of tops for daily wear was available in retail (50.00%), wholesale (28.00%) and exclusive shops (22.00%); followed by function wear, 42.00 per cent, 22.00 per cent and 18.00 per cent, respectively in retail, wholesale and exclusive shops. On the other hand, skirt-top used as uniform were available only in retail and wholesale shops. All the three categories of shops *viz.*, retail, wholesale and exclusive are found in the selected local for the consumer to buy garments of their choice restricted to pocket of cash. It is true that many

consumers visit retail shops because of greater variety, in other words it may be stated as the retail shops keep varieties of garments to meet the demand of categories of consumers. Though whole sale promotion is relative in expensive many customers do not purchase from whole sales, since there is no retail promotion. Exclusive shops are comparatively expensive focus on promotion of trendy garments than uniforms or casuals. Retail shop is the one where greater variety, style, patterns of garments including trendy and fashionable garments are made available from which the consumer pickup according to their choice, taste, colours, brand, style, looking into durability, fibre content, care and maintenance. Further, there is provision for bargaining, returning, exchange and trial room facility.

Fibre content of variegated tops and skirts available in the readymade shops :

It is evident from Table 2 that cotton forms the major composition of skirt-tops used as daily and casuals (each 100.00%), followed by silk for functional wears (80.00% skirt, 86.00% tops) and synthetic tops (74.00%). Among all the fibre composition, blended garments are formed to be more popular *i.e.* tops ranged from 62.00 per cent (uniforms) to 84.00 per cent (casuals) and that of skirts from 40.00 per cent (casuals) to 80.00 per cent (uniforms); pure synthetics were found to be relatively low among daily, casuals and functional wears (40.00 to 54.00%). It is clearly indicated in table that linen tops and skirts wear not available in the study locale. Greater per cent of functional wears readymade shops of wear available in silks (80.00 to 86.00%). The information on fibre composition of skirt and tops (Table 2) indicates indirectly selection of garments by the consumers and purchasing practice, though the information in Table 2 is provided by the shop owners, it was

Sr. No.	Type of readymade shops	Tops				Skirts			
		Uniform	Daily wear	Casual wear	Functional wear	Uniform	Daily wear	Casual wear	Functional wear
1.	Retail	15 (30.00)	25 (50.00)	17 (34.00)	21 (42.00)	17 (34.00)	22 (44.00)	25 (50.00)	20 (40.00)
2.	Wholesale	07 (40.00)	14 (28.00)	09 (18.00)	11 (22.00)	11 (22.00)	14 (28.00)	11 (22.00)	10 (20.00)
3.	Exclusive	–	11 (22.00)	05 (10.00)	09 (18.00)	–	11 (22.00)	10 (20.00)	09 (18.00)

Figure in the parenthesis indicates percentage

Multiple responses possible

Sr. No.	Fibre content	Tops				Skirts			
		Uniform	Daily wear	Casual wear	Functional wear	Uniform	Daily wear	Casual wear	Functional wear
1.	Cotton	33 (66.00)	50 (100.00)	50 (100.00)	27 (54.00)	20 (40.00)	50 (100.00)	43 (86.00)	37 (74.00)
2.	Linen	–	–	–	–	–	–	–	–
3.	Silk	–	–	–	43 (86.00)	–	–	–	40 (80.00)
4.	Synthetic	–	20 (40.00)	37 (74.00)	41 (82.00)	–	25 (50.00)	20 (40.00)	27 (54.00)
5.	Blends	31 (62.00)	39 (78.00)	42 (84.00)	36 (72.00)	40 (80.00)	33 (66.00)	20 (40.00)	25 (50.00)

Figure in the parenthesis indicates percentage

Multiple responses possible

clearly indicated that, the shop owners provide the textile goods as desired by their customers. Thus, it is evident that consumers dictate the market to some extent of not wholly, cotton, apart from being king of fibres is highly rated for its comfort properties enriched with high absorbency, coolness, breathability and delicacy. It is best for daily and casual wear and sometimes even for functions. Of course, none of the fibres can beat silk, the queen of fibres more than 80 per cent of the functional wears available wherein pure silk and these are for the elite group. Synthetics no doubt are popular as well durable but the learned consumers have little choice for man-made dresses. The synthetics have been popularly replaced by blended garments much comfortable, durable and easy to care and maintain apart from being attractive, trendy and available in all styles. The results presented by Gogoi (1998) are in line with the present study.

Styles of tops and skirts available in the readymade shops :

There are several styles of skirts and tops available in the market and the popular ones found in the local readymade shops is presented in Table 3. It is evident from this table that among several styles of tops, the decreasing order of availability is top with yoke (92.00%), T-shirt (90.00%), shirt (74.00%) and double breasted (54.00%). On the contrary, relatively low present of styles of tops *viz.*, surplice (14.00%) and off shoulder (28.00%) were available in the selected readymade shops. Mean while, the styles of skirts were relatively few in number compared to that of tops. The skirts of different styles and types found in local shops were Ghagra (94.00%), maxi (90.00%), sports skirts (54.00%) and miniskirts (42.00%). However, there was no record about the promotion of pinafore, a style of uniform in the shops.

Sr. No.	Styles	Shop owners responses
Tops		
1.	Double breasted	27 (54.00)
2.	Halter	19 (38.00)
3.	Off shoulder	14 (28.00)
4.	Shirt	37 (74.00)
5.	Surplice	07 (14.00)
6.	T-shirt	45 (90.00)
7.	Top with yoke	46 (92.00)
Skirts		
1.	Ghagra	47 (94.00)
2.	Maxi	45 (90.00)
3.	Mini	21 (42.00)
4.	Pinafore	-
5.	Sports	27 (54.00)

Figure in the parenthesis indicates percentage, Multiple responses possible

Tops with variegated hem lengths available in the readymade shops :

Fig. 1 reveals about the hem length of variegated tops available in the readymade shops in the selected locale. In general it is shown in this figure that greater per cent of the tops available have hem lengths below waist length, compared to seat length. It is evident from this table also that tops of all styles are available either below waist length or hip length except top with yoke which is up to waist length too (26.00%). It is true that cent per cent of T-shirt and yoke tops are available which extend below waist length and the latter, of course even up to seat length. The descending order of tops having hem length below waist line is shirt (94.00%), double breasted (66.00%) and halter (48.00%) whereas that of tops with hem length up to seat length is T-shirt (82.00%), shirt (76.00%), double breasted (42.00%) and halter (40.00%). On the other hand surplice was found to be on up to seat length (14.00%). It is true that T-shirt are always extended below waist length when worn over any leg wear or lower garment. When term 'below waist' is used, the hem length ranges from just below waist line till just above seat line. This range may be equated to '1 head' length. Thus, the hem length 'below waist' may vary with different styles of tops. Double breasted in most cases is up to waist, gives a look of coat and would be up to seat length, it is a formal style of top usually shawl collar having $\frac{3}{4}$ or full shelf length. T-shirt are usually considered to be casuals or daily wear and available in the range of below waist to seat length. Hardly the T-shirt is up to waist length. Top with yoke with or without fullness available in different length adapted to meet the required fit of the garments. Some special styles of tops *viz.*, surplice is always long in its construction, therefore of its loose fitting with ample of ease.

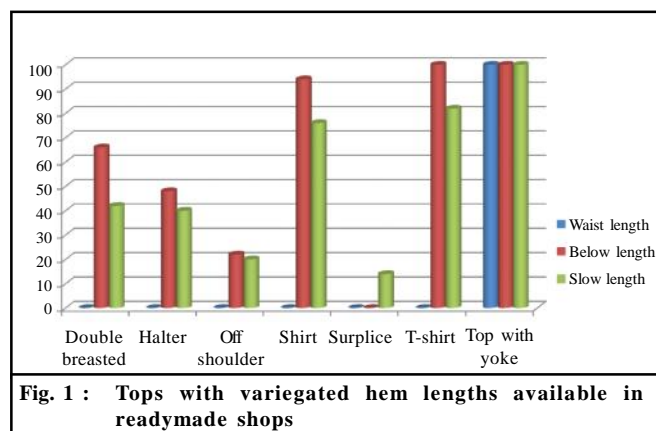


Fig. 1 : Tops with variegated hem lengths available in readymade shops

Common necklines adopted for readymade tops :

The common neckline adopted on readymade tops available locally is presented in Table 4. It is found that round, 'U', 'V', square and pentagon are the common necklines found

to be most becoming for the top with yoke. However, round and 'U' and 'V' shapes do suitable for T-shirts (100.00%, 94.00% and 82.00%, respectively) or; 'U' and 'V' shapes suits double breasted tops (60.00% and 76.00%, respectively). 'V' shape is best suited for halter necklines (92.00%) as well shirts (88.00%). In fact square and pentagon shapes are not suitable for double breasted, halter, shirt and surplice styles; on the contrary for off shoulder patterns, the question of necklines does not arise. The necklines, through an integral part of garment, do not agree with the statement "One necklines for all garments and all necklines for one garment", because neckline sometimes ends within itself but many times finished with collars. Each collar chooses a definite neckline that is suitable to be fitted in. In fact 'neckline' is one of the feature on which several styles of tops could be designed and developed. Thus, it may be stated that one single neckline for instance 'round' is not suitable for all styles of tops, which is evident from Table 4. The results given by Deepa *et al.* (2009) are at par with present study.

Common collars adopted for readymade tops :

Table 5 focuses on the collars that are commonly adopted for tops. In general, it may be stated that the tops which have collars are double breasted, shirt and top with yoke, through the type of collar varied. Mean while it is clearly indicated that all the tops listed in this table can also be collarless. The popular

combination of top and collar was observed with, double breasted top with shawl collar (88.00%); shirt with shirt collar (cent %); T-shirt with roller collar (68.00%) and top with yoke having no collar (cent %). Irrespective of the collars, three types of collars commonly used on double breasted, shirt and yoke tops are shirt, peter pan and shawl collars. Further, it is evident that shirts are always with collars and never collarless. Collars are the focal point of any garment, but is never said to be a 'most'. It adopted in a style, intelligent selection with respect to suitability, appropriateness, functionality as well beauty and appearance are too considered. The dresses which are worm full open like surplice will never have collar, simply because of style features, similarly even 'off shoulders' do not accommodate collars. Though every garment has its own style of collar, for instance shirt with shirt collar, double breasted top with shawl collar and so on, there is yet provision for adoption of new collars, entirely dictated by the fashion trend rather consumer choice or demand.

Type of sleeves commonly adopted for readymade tops :

The Fig. 2 represents the data on the sleeves commonly found on the tops worn over skirt, restricted to the locale of the study. It was found that maximum tops are with cap (86.00%) followed by puff (78.00%), set in sleeve (62.00%), raglan (58.00%) and bell sleeve (52.00%). However, the bishop (26.00%) and leg-0-mutton (28.00%) were found to

Sr. No.	Necklines	Styles of tops						
		Double breasted	Halter	Off shoulder	Shirt	Surplice	T-shirt	Top with yoke
1.	Round	–	–	–	–	–	50 (100.00)	50 (100.00)
2.	U-shape	30 (60.00)	–	–	14 (28.00)	–	47 (94.00)	45 (90.00)
3.	V-shape	38 (76.00)	46 (92.00)	–	44 (88.00)	07 (14.00)	41 (82.00)	44 (88.00)
4.	Square	–	–	–	–	–	19 (38.00)	46 (92.00)
5.	Pentagonal	–	–	–	–	–	09 (18.00)	41 (82.00)

Figure in the parenthesis indicates percentage

Multiple responses possible

Sr. No.	Styles of tops	Type of collars					
		Shirt	Peter pan	Stand	Shawl	Roll	Collarless
1.	Double breasted	21 (42.00)	13 (26.00)	–	44 (88.00)	–	38 (76.00)
2.	Halter	–	–	–	–	–	40 (80.00)
3.	Off shoulder	–	–	–	–	–	–
4.	Shirt	50 (100.00)	31 (62.00)	22(44.00)	26 (52.00)	20(40.00)	–
5.	Surplice	–	–	–	–	–	–
6.	T-shirt	–	–	–	–	34 (68.00)	41 (82.00)
7.	Top with yoke	23 (46.00)	20 (40.00)	19 (38.00)	33 (66.00)	–	50 (100.00)

Figure in the parenthesis indicates percentage

Multiple responses possible

be least among the tops in local areas. Though cap, puff, set-in, raglan and bell are the sleeves commonly found among the tops available in readymade shops, the sleeve types keep changing according to fashion cycle. Raglan is popularly found among knitted tops. No doubt 'puff sleeves' are year around sleeves very appropriate for skirt-tops. The bell sleeves suits only certain style of skirt silhouettes thus may not be very common. Similarly leg-o-mutton and bishop sleeves are not very popular in the selected locality. The

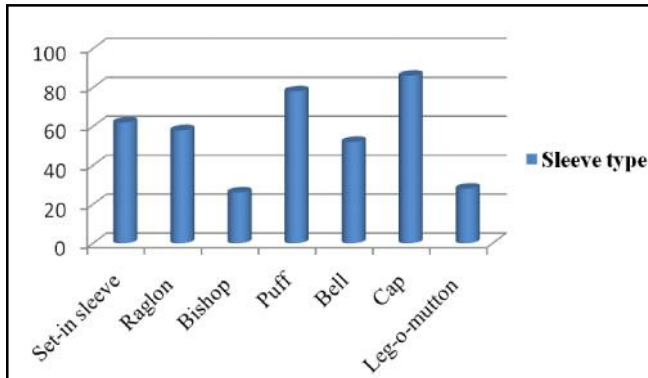


Fig. 2 : Type of sleeves commonly adopted for tops

readymade industry probably does not produce such tops for domestic market. In fact these two are the most popular sleeves highly becoming for skirt-top commonly found among western out fits.

Availability of skirts with different silhouettes :

A silhouette is nothing but an outline or structure of garment. Each dress and its components are stitched rendering to a definite silhouette or to its modification. The garment designers and fashion designers have categorized the outline of each and every garment into ten silhouettes, however new silhouettes be added to the precious list. Confining to the present study, the types of silhouettes adopted in varieties of skirts, available in the study locale is presented in Table 6. It was found that majority of the Ghagra were fishtail (24.00%) followed by flared (86.00%), and A-line (66.00%); the maxi skirts were stitched in either tyred silhouette (74.00%) or handkerchief (40.00%), followed by miniskirt in tyred style (42.00%) as well pencil (38.00%). On the contrary the skirts with balloon and tubular silhouettes were not found in local market. The sports skirts were stitch with either A-line (18.00%) or flared (12.00%) silhouettes. A silhouette is the usage of an object, of single colour, usually

Sr. No.	Types of silhouettes	Styles of skirts			
		Ghagra	Maxi	Mini	Sports
1.	A line	33 (66.00)	11 (22.00)	–	09 (18.00)
2.	Balloon	–	–	–	–
3.	Fishtail	12 (24.00)	–	–	–
4.	Flared	43 (86.00)	–	–	06 (12.00)
5.	Handkerchief	–	20 (40.00)	13 (26.00)	–
6.	Pegged	–	17 (34.00)	–	–
7.	Pencil	–	16 (32.00)	19 (38.00)	–
8.	Tube	–	–	08 (16.00)	–
9.	Tubular	–	–	–	–
10.	Tyred	12 (24.00)	37 (74.00)	42 (66.00)	–

Figure in the parenthesis indicates percentage

Multiple responses possible

Sr. No.	Length of skirt	Different occasion			
		Uniforms	Daily wear	Casual wear	Functional wear
1.	Micro mini	–	–	–	07 (14.00)
2.	Mini	17 (34.00)	–	–	07 (14.00)
3.	Above knee	23 (46.00)	–	–	–
4.	Knee length	36 (72.00)	27 (54.00)	31 (62.00)	–
5.	Below knee	–	42 (84.00)	18 (36.00)	–
6.	Calf length	–	36 (72.00)	34 (68.00)	17 (34.00)
7.	Ankle length	–	46 (92.00)	38 (76.00)	22 (44.00)

Figure in the parenthesis indicates percentage

Multiple responses possible

black, its edges matching the outline of the subject. Accordingly the greater per cent of Ghagras were available either in flared or A-line silhouette than tired or fishtail Ghagra meant to be elaborate, heavy with lots of flare or fullness at the hem. Mean while handkerchief type of silhouette is popular with maxi and miniskirts, resulting into asymmetrical effects. Minis are popular with pencil silhouette, fitting exactly to body contour, which suits slim figures. The silhouette viz., pegged, pencil and tired are popular among maxi than any other skirt styles, but appear in the fashion world according to the trends. Sports skirts were either 'A' line or flared, designed to suit particular sports activity only. Though balloon and tabular are some of the silhouettes, not very popular and hence not followed in the shops of the study locale.

Skirts with variegated hem lengths available in the readymade shops :

Table 7 reveals that the length of uniform skirts ranged from mid-thigh (34.00%) to knee length (72.00%). The skirts used as daily and casual wear have length from knee up to ankle, however the percentage varies. Of the daily wears maximum skirts were up to ankle length (92.00%), followed by below knee (84.00%) and mid calf (72.00%), whereas the descending was ankle (76.00%), mid calf (72.00%) and knee length (62.00%) for casuals. Nevertheless the functional wears were found to be either ankle (44.00%) or mid calf (34.00%) length. It was interesting to know that minis are not used as uniforms, daily or casual wears, except sportswear (14.00%). The varieties of skirts are available in the shops to be used uniforms, daily, casual and sports wears, however the length of the garment varied from mini to ankle. It is true that uniforms were never below long enough to reach mid calf or ankle but mostly knee length, probably the style/hem length recommended by the particular institution. On the contrary the skirts used for daily and casual wear were never above knee but always below knee, because of conservative society, fashion trend, family system. The outcome presented by Baaradwijk and Franses (2010) are in support with the present study.

Type of surface ornamentation applied on tops and skirts :

Today 'value addition' is the buzz word in the fashion world, apparel industry, domestic and International markets. 'Surface ornamentation' and 'embellishment' is an ancillary industry attached to fashion apparel or apparel industry where exclusive techniques are employed to add value to the garments irrespective of conventional and contemporary forms. Initiation of ancillary unit provides employment for a greater per cent of artisans, a source of livelihood for them on one side and fetching better price for the value added product on the other side. Thus, today any garment floats in the market irrespective of

age, gender and occasion is enriched with one or the other style of decoration. Thus, it becomes imperative to study the type of surface ornamentation for skirts and tops prevailed during the study duration. Fig. 3 reveals about the type of surface ornamentation observed on tops and skirts in the selected locale. The popular methods of decoration are embroidery of different styles, lace work, painting, printing and use of tassels and fingers. It is evident from this table that, hand embroidery, Abhla work, digital embroidery and ribbon work are never found on skirts and tops. Among the tops, the most popular technique of surface ornamentation is printing with embroidery (92.00%) followed by painting (78.00%), Zardosi (68.00%) and machine embroidery (62.00%) and that of skirts in printing with embroidery (96.00%), lace work (80.00%), zardosi (74.00%) and painting (66.00%). The method least adopted was found to be appliqué work and use of tassels and fingers.

It is evident from Fig. 3 also that the skirts and tops were eventually embellished with source selected technique and the most commonly adopted technique was printing with embroidery work. It is true that the materials suitable for skirts and tops are usually printed in variegated patterns and machine embroidery, all along the outline of the pattern definitely adds value to the fabric. Further, this is the prevailing technique of surface ornamentation adopted not only for saris, salwar suit material but also bed linen and table linen. Fabric painting and zardosi are also popularly used for value addition but appliqué work and bead work are not much in the field of surface decoration, may be because, it is laborious, time consuming and may not be suitable for skirts and top but for saris and salwar suits. In fact, tassels and fringes need to be popularized as a source of value addition.

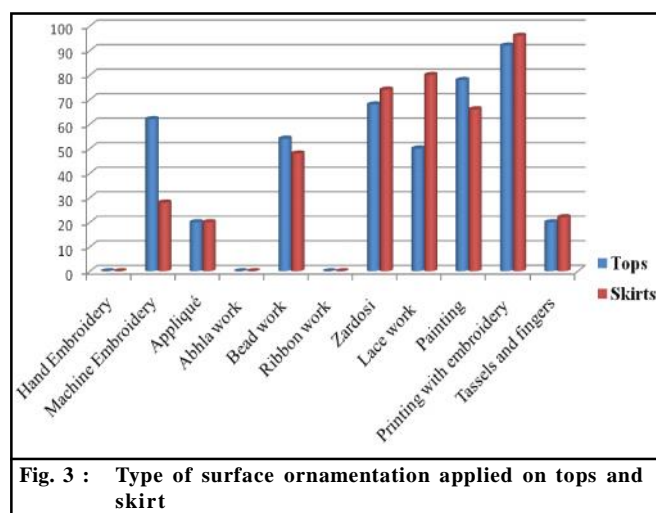


Fig. 3 : Type of surface ornamentation applied on tops and skirt

Conclusion :

The data obtained from the local market on the variegated

style feature availability for the college going girls were analyzed and can be concluded as follows; variety of tops and skirts with variegated hem length and silhouettes were available for daily, casual and functional wears. The commonly available fibre content were cotton, blends and synthetic for daily, casual and functional wears mean while, silk fabric was used for functional wear only because silk being expensive and difficult to care and maintain. The most common styles of tops (top with yoke, T-shirt, shirt and double breasted) and skirts (Ghagra, maxi and mini) were available in local shops. All styles of tops were available either below waist length or hip length except top with yoke which is also up to the waist length. Round, 'U', 'V', square and pentagon were the common necklines found for both top with yoke and T-shirt with commonly adopted sleeve type viz., cap, puff, set in and raglan sleeves. Shirt, Peter pan and shawl collars were adopted on double breasted, shirt and yoke tops. Greater per cent of the Ghagra were available in flared and A-line silhouette. Tyred, handkerchief and pencil silhouettes were available for maxi and mini style of skirts. Whereas sports skirts were either 'A' line or flared. Maximum skirts were available from knee to ankle length for

daily wear, casual wear and functional wear except uniforms. Surface embellishment commonly applied on tops and skirts were printing with embroidery, painting, zardosi, lace and bead work.

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