

Research Paper :

Designers' opinion regarding value added constructional features for export potential

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ABSTRACT

As *kameez/top/kurta* & *salwar* are becoming popular allover the world being of aesthetic look, So, an attempt was made to create comfortable designing features of *kameez/top/kurta* and for easy to wear *salwar*, designing features at par to the trousers. The additional designing constructional features were worked out keeping in mind the problems pointed out by the respondents' in the existing dresses. The additional designing features worked out in *kameez* and *top/kurta* were pocket, collars, back yoke, loop/strip to hold dupatta, velcro tapes to secure dupatta inbuilt *dupatta*, princess line, modified kalidar, cowl style, high neck and front opening style. The additional designing features at par to the trousers worked out in *salwar* were pocket, zipper opening, belt at waist, elastic at waist, elastic at back, full elastic around the waist line, loops and pleats. Expert's responses were recorded regarding export potential of designed dresses and individual designing features used in the designed dresses using a well structured interview schedule by putting an exhibition in College of Home Science, CCSHAU, Hisar. The experts (designers, merchandisers) judged the *Kameez* styles having pocket, back yoke, collars and princess line and tops/kurtas with pocket and back yoke designing features with more export potential. *Salwar* with pocket and zipper opening were liked and judged with high level of export potential.

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Clothes mean much more to women. Clothing is considered to be symbolic of working women's success in life and social position. The working women need clothes that are suitable for home wear, business wear, shopping, travel and occasions etc. The working women require clothes of a more practical nature, comfortable, neat and business like in appearance. Clothes not only help to achieve the success she deserves but also gives her poise and confidence and also self-identification.

Kameez- Salwar and tops/kurta is the most popular outfit for South Asian women especially in India and Pakistan. These outfits are extremely comfortable and look very elegant on women of all ages (Anonymous, 2005). Buta (2005) stated that a *kameez- salwar* and tops/kurtas is the coolest, most comfortable and hassle-free Indian outfit. It looks very elegant and feminine when worn. *Kameez- Salwar* and tops/kurtas looks great when worn to office and also for formal, social functions. The *kameez* or the *kurta* is a knee-length flowing tunic worn over a *salwar* or *churidar*. Top is a hip length upper

garment whereas *salwar* is a pajama-like trouser which tapers slightly towards the ankles. A *dupatta* generally completes the ensemble (Butalia, 2005).

As *kameez/top* and *salwar* are becoming popular allover the world, an attempt has been made to create value added styles of *kameez/top* and *salwar* incorporating the additional designing constructional features worked out keeping in mind the problems pointed out by the respondents' and preferences for the constructional features in the dresses and also, the reasons for liking for particular dress. Value addition to design has been changing constantly with many variables. Design as verb referring to the act of designing, selecting and arranging to those selections for a particular purpose. Each design is a definite act which should represent creative thinking. This is an important aspect of the research since designs are the core activity for the product incubation and is link between production and marketing. The additional designing constructional features were worked out using personal experience, imagination, and discussion with designers, referring magazines and exploring internet.

Designs were developed using computer technology on specialized designing soft wares.

EXPERIMENTAL PROCEDURE

Additional designinf constructional features

Technical plan:

An exhibition of all the prepared dresses incorporating additional designing features was organized in the College

of Home Science, CCSHAU, Hisar. Ten experts from export houses, buying houses were invited to study the market and export potential of the designed dresses. Their responses were recorded using a well structured interview schedule.

OBSERVATIONS AND ANALYSIS

The result regarding the export potential in respect

Additional designing constructional features in Kameez and Top/Kurta (Fig. 1)

Pocket	To keep mobile, key, hanky etc. while mobilizing with in the department / unit / hospitals etc. as most of the respondents were not inclined to carry purse all the time.
Collars	Collars cover the portion around the neck and shoulder and it require the short neck line. So it gives the covered and modest look to the wearer, give the care free & comfort feeling. Wearing <i>Chunni (dupatta)</i> can be avoided.
Back yoke	Back yoke gives the additional support to the garment and it gives full look that may help to avoid <i>duppatta</i> .
Velcro tape	By fixing velcro tape at the shoulder and on the <i>dupatta</i> , keep the <i>dupatta</i> fix, add carefree and comfort features.
Loop/Strip	Incorporating the loops/strip, as a part of designing by stitching at the shoulder line and, or as a part of neck line to pass through the <i>dupatta</i> helps in holding the <i>dupatta</i> .
Inbuilt dupatta	A sufficient size <i>dupatta</i> is permanently stitched with the shirt in various styles and look as part of the design.
Press button	By using press button at the corners of the collars help in locking the <i>dupatta</i> .
Princess line style	Use of princess line in a design gives the look of western style and give the dress working / active look.
Kalidar style	<i>Kalidar kurta</i> style is comparatively loose and generally can be worn without <i>dupatta</i> . Yoke at front and back and collars were the additional features to give more complete look.
Cowl style	Cowl neck line gives the look of <i>dupatta</i> fall.
High neck style	Front opening in combination with princess line and pointed/convertible collars give the western style look to the shirt, hence may need not to wear <i>dupatta</i> .
Front opening styles	Front opening in combination with princess line and pointed/convertible collars give the western style look to the shirt, hence may need not to wear <i>dupatta</i> .

Additional designing constructional features in Salwar (Fig. 2)

Pocket	To keep mobile, key, hanky etc. while short mobilizing with in the working area or even outside the working area. To add pocket in <i>salwar</i> is a value addition, a necessary features at par to the trousers.
Zipper opening	Zip opening in centre front psychologically gives the satisfaction as wearing trouser, another value addition feature.
Belt at waist	Now every one is figure conscious and to make original shape around the waist line use of belt instead of tying string can be very useful feature.
Elastic at back (waist)	All round belt make the <i>salwar</i> proper size fitting, so to make it flexible to other close sizes; use of elastic at the back side gives more comfort.
Full elastic around the waist line	To make it more flexible to other sizes.
Loops	All round waist line loops were used to wear belt and to make it complete trouser style.
Pleats (different types)	Pleats used in the belt to add comfort.

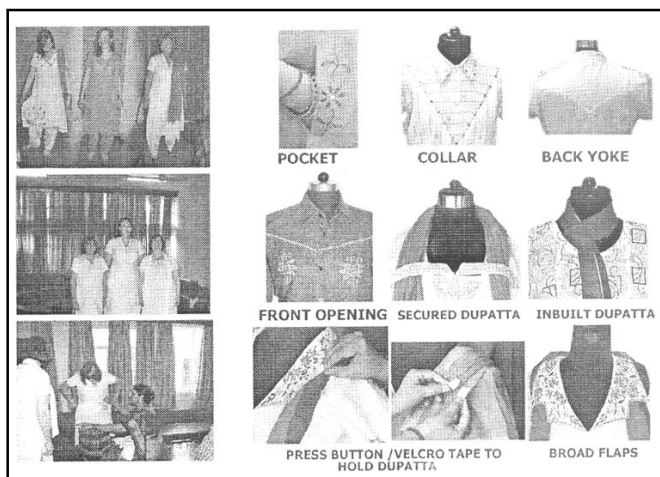


Fig. 1 : Additional constructional features : Kameez/Top and Salwar

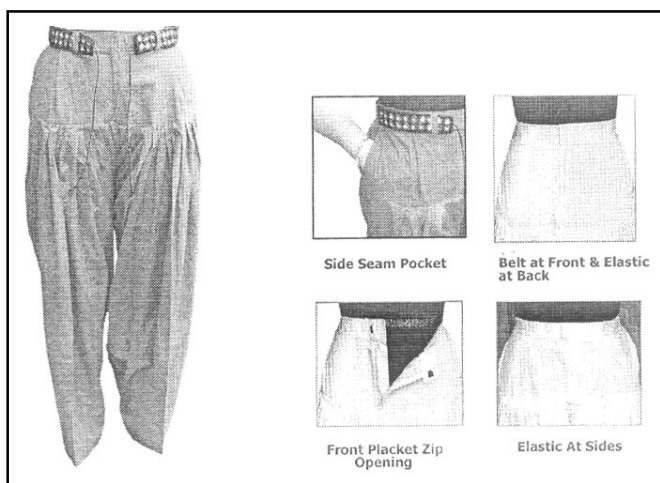


Fig. 2 : Value added designed Kameez/Top and Salwar

to the individual designing features used in the designed dresses- *kameez*, *top/kurta* and *salwar* as judged by the experts (designers, merchandisers) has been presented in the Tables 1-3.

Pocket, back yoke, collars and princess line style were liked and judged with more export potential (Table 1).

Salwar with pocket and zipper opening were liked and judged with more export potential (Table 2).

Tops with pocket and back yoke designing features were judged with more export potential (Table 3).

Conclusion:

Value added styles of *kameez/top/kurta* and *salwar* incorporating the additional designing constructional features worked out keeping in mind the problems pointed out by the respondents' and preferences for the

Table 1: Experts' responses regarding the export potential of the designed dresses (*Kameez*) (n=10)

Designing features	Export potential		
	Yes frequency	To some extent frequency	No frequency
Pocket	10	-	-
Collars	8	2	-
Back Yoke	10	-	-
Velcro tape	4	4	2
Press button	4	4	2
Loops/strips	6	4	-
Inbuilt dupatta	6	2	2
Princess line style	8	2	-
Kalidar style	4	4	2
Cowl style	2	4	4
High neck style	2	4	4
Front opening style	4	4	2

Table 2: Experts' responses regarding the export potential of the designed dresses (*Salwar*) (n=10)

Designing features	Export potential		
	Yes frequency	To some extent frequency	No frequency
Pocket	10	-	-
Zipper opening	8	2	-
Belt at waist	6	4	-
Elastic at back (waist)	6	4	-
Full elastic around the waistline	4	4	2
Loops	6	2	2
Pleats	4	4	2

Table 3: Experts' responses regarding the export potential of the designed dresses (*Top/kurta*) (n=10)

Designing features	Export potential		
	Yes frequency	To some extent frequency	No frequency
Pocket	10	-	-
Collars	6	4	-
Back Yoke	10	-	-
Princess line style	8	2	-
Kalidar style	6	4	-
Cowl style	6	4	-
High neck style	4	4	2
Front opening style	6	2	2

constructional features in the dresses and also, the reasons for liking for particular dress. The additional designing features worked out in *kameez* and *top/kurta* included pocket, collars, back yoke, velcro tape, loop/strip, inbuilt

dupatta, press button, princess line style, kalidar, cowl style, high neck style and front opening style. In *salwar* – pocket, zipper opening, belt at waist, elastic at waist, elastic at back, full elastic around the waist line, loops and pleats were the additional designing features incorporated. Expert's responses were recorded regarding export potential of designed dresses using a well structured interview schedule by putting an exhibition. The experts (designers, merchandisers) judged the *Kameez* styles having pocket, back yoke, collars and princess line and tops with pocket and back yoke designing features with more export potential. *Salwar* with pocket and zipper opening were liked and judged with high level of export potential.

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