

Trendy naturally coloured cotton *Khadi* outfits with innovative detachable concept

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■ **ABSTRACT** : In the present study, naturally coloured cotton (DDCC-1 Dharwad Desi Coloured Cotton -1) *Khadi* fabric which is almond brown in colour was selected to create demand for environment friendly textile products. Further, to re-instate naturally coloured cotton fabric and make it trendy to suit present fashion conscious society, an innovative detachable concept is introduced in dress making. Ladies top with detachable lower panel and neckline, gent's shirt with detachable collar, cuff and button stand followed by gent's kurta with detachable collar and button stand were designed and constructed. Later, these ladies wear were embellished with Karnatak kasuti, machine embroidery and zardosi followed by gents wear with Karnatak kasuti and machine embroidery only. These designer's wear can save our pocket money where one apparel can be mixed and matched with several combinations of detachable garment components according to individual's interest, fashion and occasion.

■ **KEY WORDS** : Khadi, Naturally coloured cotton, Designer's wear, Detachable concept

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Naturally coloured cotton is a naturally pigmented fibre that grows in shades of green and brown. The natural colour is due to the plant's inherent genetic properties. Shades of coloured cotton can vary over seasons and geographic location due to climate and soil variations. Historical records report the existence of browns with pink and lavender tints. After disappearing for about a century, naturally coloured cotton suddenly reappeared as a fashion item in the early 1990's. The "natural" trend among consumers and the environmentally conscious social climate of the early 1990s has helped to create an initial demand and niche market for naturally coloured cottons, organic fibres and other environmentally friendly textile products.

Murthy (2001) delivered a note on "story of coloured cottons" and revealed that several lint colours-brown, black, mahogany, red, Khaki, pink, blue, green and white were being cultivated in south and Central America as early as 2300 B.C. Fibres from these were mainly used for weaving fishing nets with an idea that nets made of dark shades were less visible to fish. The two strains *Gossypium arboreum* and *G. herbaceum*

were cultivated in Africa and Asia about 4200 years ago. The evidence of its cultivation in India was obtained from the remains of the Indus Valley Civilization. In the middle of the 20th century, coloured cotton species *Cocanada* 1 and 2 were commercially cultivated in Andhra Pradesh and exported to Japan. Karnataka was the home for *G. herbaceum* with dull red lint and the world famous Dacca muslin was made from white and colour linted cotton. *G. arboreum*, the staple lengthed colour cotton is short and weak and hence amendable only for hand spinning. The yield of the colour cotton is low and the colour was not uniform. Thus, the plant breeders, tried to produce superior ones in several varieties with desirable qualities to make coloured cotton more attractive and machine friendly.

Thus, all that comes under the heading of fashion is driven by one strong objective, "To look different". This obsession has become real passion and is referred to fashion. No human being at any point of his/her age can escape the enticing temptation of fashion; everyone loves to look charming and attractive. Many new trends are coming and

some of the oldest trends are reviving. Designers all over the world are seeking their inspiration from the old 70's fashion trends and we are witnessing a lot of revival, as the stage is set for this particular performance of traditional touch in modern fashion trends.

Fashion in India, in its look and feel continues to be a part of the cultural fabric of India today away from the uniformly prescribed fashion code of global fashion. The contemporary too draws confidently from this rich heritage effortlessly combining "new" with "old" retaining its core identity. Of late there has been a shift to a more inclusive partnership between design and artisan community and clearer focus towards pushing the boundaries in fashion by exploring form, surface and material going beyond pure aesthetics (Sud. and Mathew, 2011).

New ideas and unique trends in fashion are an exciting expectation to look forward to. It is possible that innovative ideas can transform ones world, for the good or the bad. But there is one thing for sure that these high fashion trends will be around forever.

Hence, the present study was taken up with the objectives to design and construct trendy naturally coloured cotton *Khadi* outfits by introducing innovative detachable concept and to embellish the trendy naturally coloured cotton *Khadi* designer's outfits

RESEARCH METHODS

The main wish of mankind is satisfaction of needs. Everyone wishes to look the best. Many of us would spend much money in order to look beautiful. However, there are

times when we often spend it on items that are not suitable for us. It is such a waste of money when one actually spends so much on clothes and cosmetics that doesn't suit. Fashion designers play an important role to facilitate meeting the needs in the textile field. In the quest for better satisfaction of that task, it is needed to apply and make every effort for innovation.

In this study, efforts were made to set new fashion trends in specially finished eco-friendly naturally coloured cotton *Khadi* fabrics by introducing a new concept of detachable garment components for ladies top, gents shirt and gents Kurta and embellishing them.

Detachable concept: An innovation in dress making:

Hence, an attempt was made by the researchers to design unique naturally colored cotton *Khadi* outfit for ladies (top-cum-Kurta) and gents (shirt and Kurta) which, were constructed by bespoke method with a new concept of detachable components. An innovative thought on garment detachables was introduced as a new concept to produce trendy outfits for elite group who always demand change and can mix and match the detachable parts with the main garment according to their will and wish.

The designer's *Khadi* apparel for both ladies and gents were of medium size (M) for which measurements were taken from British Standard Measurements. The basic blocks were developed for each garment and necessary adaptations were incorporated to achieve the new concept of detachable garment units. The detachable features adapted in designer's *Khadi* apparel and their significance is depicted in Table A.

Table A : Detachable features adapted in designer's khadi apparel

Sr. No.	Designer's apparel	Details of detachables			Significance before attaching detachable components	Significance after attaching detachable components	
		Detachables	No. of detachable units	Fasteners used			
1.	Ladies wear	Ladies top	Lower panel for length adjustment	1	Open zipper	Regular wear which can be worn on jeans pants	Occasional wear, can be worn on jeans pant or salwars. The garment length can be varied if the individual wishes to. Detachable units with different surface embellishments can be attached according to individual's interest, fashion and occasion.
			Matching necklines	3	Cloth buttons		
2.	Gents wear	Gents shirt	Shirt collar	1	Open zipper	Casual upper garment worn on trouser as regular wear	Occasional wear, can be worn with different surface embellishments according to individual's interest, fashion and occasion.
			Cuffs	2	Open zipper		
			Button stand	1	Buttons		
		Gents kurta	Stand Collar	1	Open zipper	Simple attire worn on jeans, pyjamas or dhoti	Occasional wear, can be worn with different surface embellishments according to individual's interest, fashion and occasion.
			Button stand	1	Buttons		

Note: The detachable units are designed in such a way that they could be easily and completely detached from the garment

Table B : Motifs applied on different detachable components				
Sr. No.	Designer's wear	Embellishment type	Detachables components	Motifs applied
1.	Ladies top-cum-kurta	Karnataka kasuti – Menthi stitch	Lower panel	Peacock, creeper, flower pot
			Neckline	Creeper
		Machine embroidery	Lower panel	Peacock, flower shoot, flower, floral border
			Neckline	Flower shoot, flower, floral border
			Zardosi	Lower panel
Neckline	Flowers, petal, flower bud, climber			
2.	Gent's shirt	Karnataka kasuti – Murgi stitch	Collar	Murgi border
			Cuff	Murgi border
			Button stand	Murgi border
		Machine embroidery	Collar	Four petal flower
			Cuff	Four petal flower
			Button stand	Four petal flower
			3.	Gent's kurta
Button stand	Floral motif			
Machine embroidery	Collar	Geometrical border, geometrical flower		
	Button stand	Geometrical border		

Surface embellishments on detachable units:

Keeping the trend in view, researchers made a visionary inclination towards introducing surface embellishments on naturally coloured cotton designer's *Khadi* wear. A critical survey was done among the textile experts, college girls and boys to elicit the information about the preference for type of surface embellishments. Further based on the results, hand embroidery, machine embroidery and zardosi were opted for ladies top-cum-kurta as surface embellishments whereas hand and machine embroideries for gents shirt and kurta.

The designs were developed for embellishing the attire keeping in view the concept of traditionality with a contemporary touch. The traditional motifs which are in vogue and trendy such as peacock (Mayuri), creepers, flowers are used on the detachable units. The traditional motifs form an evergreen style of embroidery and are always down to earth. The placement of these designs was decided based on the type of detachables and dimensions of the detachable. The motifs selected for embellishing the detachable components of ladies top are illustrated in the Plate A and of gent's shirt and kurta in Plate B. Further Table B clearly shows the various motifs of Karnataka kasuti, machine embroidery and zardosi that are applied on different detachable components of the designer wear.

These detachable structural components were embellished with different modes of decoratives which could be used for combination of variety to create a contrasting or matchable look in the outfit. Elements of art such as line, shape, colour, texture, space, form, size and principles of design such as harmony, unity, emphasis, balance and rhythm were used while designing the embellishments on the outfits to attract

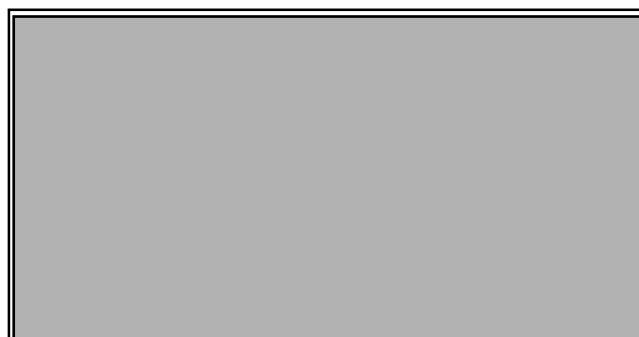


Plate A : Motifs applied on detachable components of ladies top



Plate B : Motifs applied on detachable components of gent's shirt and kurta

the consumers.

■ RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present study have been

discussed under the following headings:

Designing ladies top, gents shirt and kurta with detachable components:

A single ladies outfit *i.e.* top-cum-kurta carefully designed and constructed with one lower panel for length adjustment is attached with the help of open zipper and three component pieces of matching neckline which are held to the main garment by cloth buttons. This unique outfit actually is a regular ladies top which can be worn on jeans pant before attaching detachable units. But after incorporation of detachable units, it gives an essence of occasional wear where it can be used as top-cum-kurta which can be worn over jeans pant, formal trouser or salwars. These detachable units with different surface embellishments can be attached according to individual interest, fashion and occasion. Fig. 1 shows the adaptation of detachable components *viz.*, necklines and lower panel in ladies top.



Fig. 1 : Adaptation of detachable components in ladies top

Similarly two gents outfits *viz.*, shirt and kurta were designed by minutely studying. Without detachable components, the gent's shirt is a regular formal wear which can be worn on pants or any leg wear. The formal shirt is modified into a new occasional shirt by attaching a detachable shirt collar and a pair of cuff bands with the help of open zipper. Similarly a button stand is made possible to attach by using buttons. Fig. 2 shows the adaptation of detachable



Fig. 2 : Adaptation of detachable components in gent's shirt

components *viz.*, cuff, collar and button stand in gent's shirt.

Gents kurta is simple attire which can be worn on jeans, pajamas or dhotis without detachable units. Later, when a stand collar is attached with open zipper and a button stand is attached with buttons it was customized to occasional wear attire. Fig. 3 shows the adaptation of detachable components *viz.*, collar and button stand in gent's kurta.



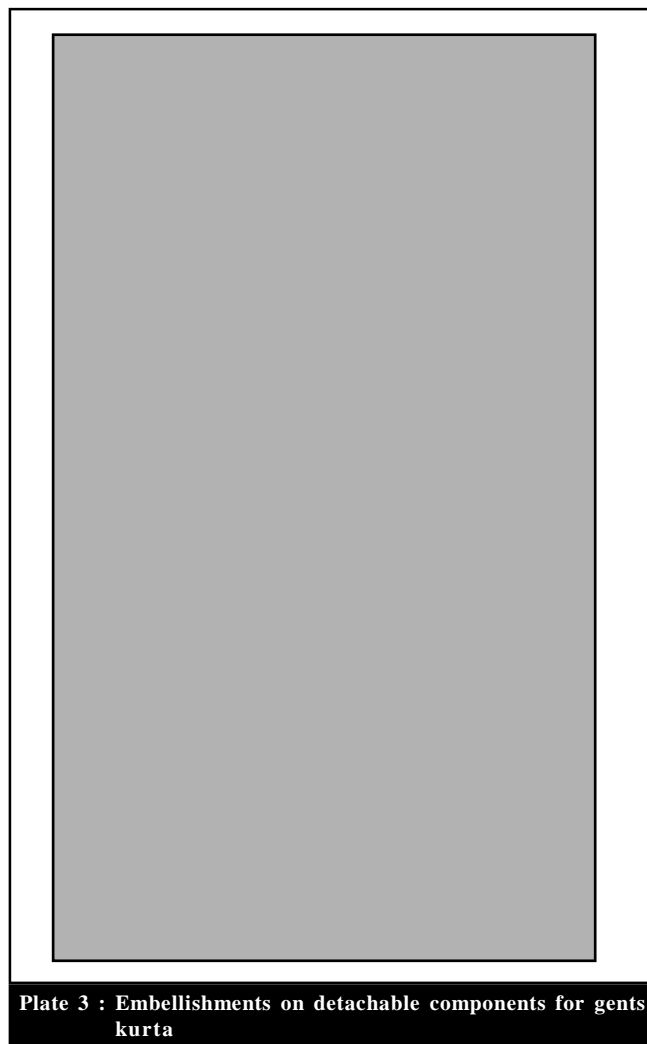
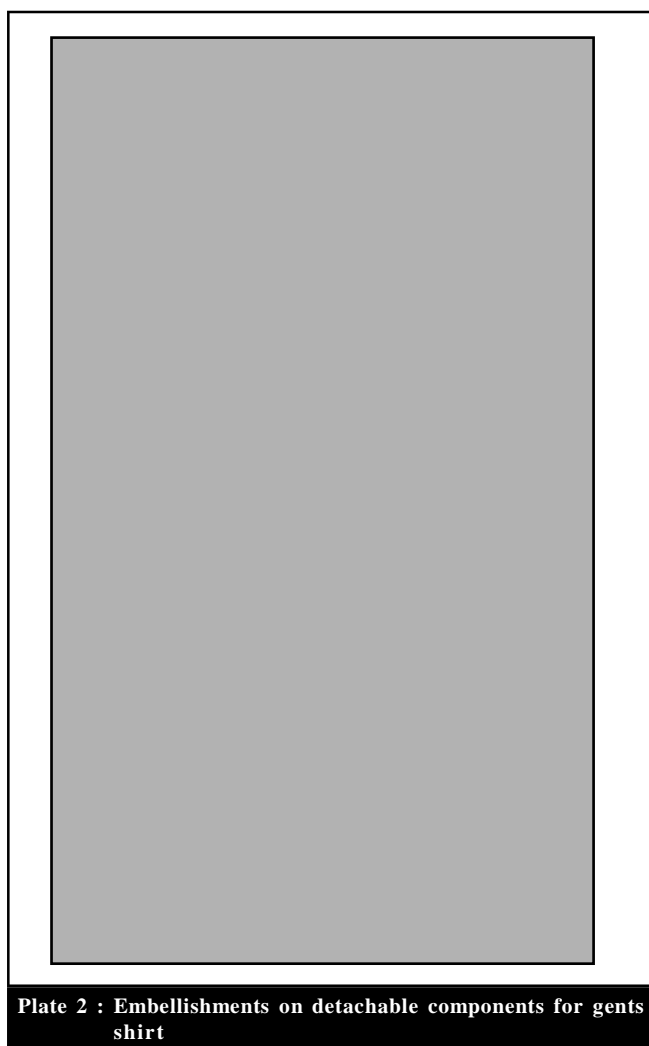
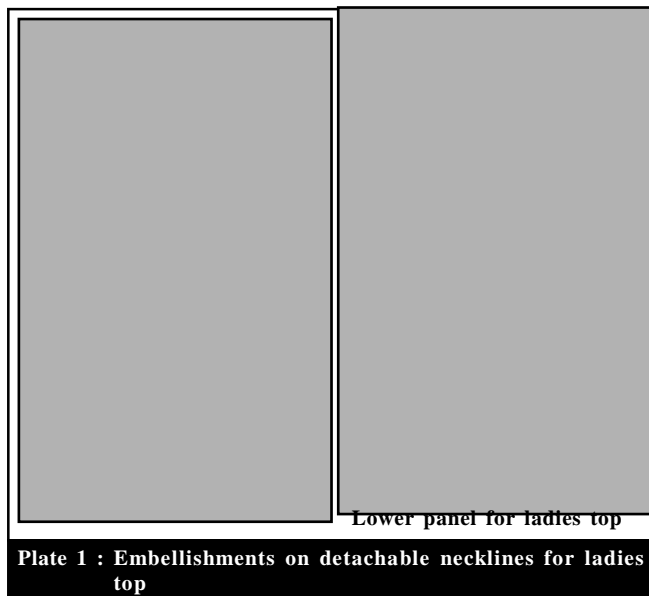
Fig. 3 : Adaptation of detachable components in gent's kurta

Embellishing the detachable components:

Surface embellishment in one or the other form is obviously used on almost all the attires to add charm, to attract customers and to increase the profit margin. Decoratives on the designer's wear may be heavy or in milder form. Consumers show their penchant very distinctly due to difference in opinion and variation in individual's choice or interest. Hand embroidery, machine embroidery, smocking, block printing, lace work, tie dye are aptly used as mode of embellishments on the casual wears. Meanwhile heavy work with bead work, kundan work, zardosi, and glasswork become a focal point of attraction on the occasional or party wears.

Fashion is made of trends that spring and disappear along time. Fashion is all about appearance, and fashion designers always look for inspiration to kindle their creativity. Nature is a perfect way to recharge one's soul. Attractive colours, shapes, textures, and patterns are all around in nature. Taking inspiration from nature gives a fresh perspective on design. Fashion is an artwork in itself. Observing nature enables a designer to elicit motifs and incorporate them as new elements into their design. Hence, an effort was made to select the elements of nature such as flower, leaf, bud, twig, creeper, peacock etc. as a motif and then arrange them to form a design on the detachable components of ladies top, gent's shirt and kurta. These motifs were arranged depending upon the dimension and space available on the detachable components. The different designs applied on the detachable components for ladies top, gent's shirt and gent's kurta are shown noticeably in Plates 1, 2 and 3, respectively.

These surface embellishments were planned and adapted only on the detachable units with the objective of introducing



mix and match concept. The detachable units are the garment components that can be completely separated from the main garment so that, particular attire can be used as a regular wear or if desired the same garment can be beautified and used as occasional wear by attaching any one type of embellishment unit.

A clear view of ladies top cum kurta, gent's shirt and gent's kurta embellished with hand embroidery, machine embroidery and zardosi are illustrated in the Plates 4, 5 and 6, respectively.

Conclusion:

During every season, the trend in fashion changes, that is why if we want our wardrobe to compliment, then for sure we have to be more fashion conscious and search for designer's wears which give us more confidence, help to look highly fashionable and would aid to stand out in the crowd. The women's wear can also come with a number of embellishments such as bows, crystals, belts and lots more.



Plate 4 : Designer's khadi ladies top-cut-kurta with surface embellishments



Plate 6: Designer's khadi gent's kurta with surface embellishments



Plate 5 : Designer's khadi gent's with surface embellishments

These make the dress look extremely fetching, trendy, unique and unusual.

Thus, the present study on new concept of detachable units adapted for ladies top-cum-kurta, gent's shirt and gent's Kurta in real eco-friendly, naturally coloured cotton fabric and glazed with hand embroidery, machine embroidery and zardosi do contribute to the fashion world and for trendy populace who crave for latest pop-ups "to look something different". These designer's wear are not only fashionable but also can save our pocket money where one apparel can be mixed and matched with several combinations of detachable garment

components according to individual's interest, fashion and occasion. The casual or formal attire can be moulded into an occasional or party wear by detaching and re-attaching the detachable units to suit one's mood, fashion and occasion.

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