

Consumer preferences for the innovative curtains

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■ **ABSTRACT** : An attempt has been made through this study to know about the consumer preference for the creative innovative curtains in order to incorporating the latest information regarding innovative curtains by using computer technology. Twenty five innovative designed curtains were developed by incorporating various designing techniques /features using Corel Draw. Among the total of twenty five innovative designed curtains, the five designs were preferred by the experts. These designs were developed with the combinations of different designing techniques/features *i.e.* embroidery, patch work, shirring, *Toran*, cowl effect etc.

■ **KEY WORDS** : Curtains, Consumer, Preferences

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Curtains are also a form of window and door treatment and these complement the overall appearance of the house. The selection of above treatment mainly depends on fashion, owners taste, personality and needs (Rutt, 1961). Curtains reflects the mood and taste of the people who live in it, that's why women need so much time to choice the correct curtains that will suit their homes. We all know importance of curtains in our home. It can be a wonderful addition to the house. Curtains are known to completely change the appearance of the room. In earlier times, the primary use of curtains was restricted to either shielding the room from sunlight or to provide some privacy from neighbours. But the situation has changed and so has complete definition of home décor. Curtains play an important role in home decoration. People pay more attention to curtains now-a-days because windows and doors are essential for any house as they link the house interior with the outer world and convey all about your home and lifestyle. It occupies the major portion of the walls; Therefore, we beautify them with utmost passion and sense of style and fashion. The arrangement of a specific domestic environment such as the living room has an internally coherent and organized character and by different modes of implementing, it can be interpreted as implicit, culture-specific rules that people apply to satisfy a set of environmental needs (Bonnes *et al.*, 1987).

Hence, an attempt has been made to know about the

consumer preference for the creative innovative curtains in order to incorporating the latest information for consumer preference regarding innovative curtains by using computer technology.

Action plan :

Thirty respondents were selected having knowledge about design and fashion and their views were taken individually. Twenty five stylized curtain designs were developed by incorporating various designing techniques/features and its combinations using computer aided technology that is Corel DRAW-12 (Vector based programmed) to get the required intricacy and fineness. Photoshop programme was also used in the preparation of designs. A designed curtain catalogue was prepared for documentation comprising 25 curtain designs incorporating various designing techniques/features. Different colour combinations were also used to provide support to the expert/respondents to visualize the designs (Plate 1).

This section includes information regarding the existing preferential order for the developed innovative curtain designs, which included designing techniques/features and their weighted mean score and rank order for different design.

Comparing the weighted mean score Table 1 of different designs showed that the preferential order of innovative curtain designs having embellished with appliqué, mirror work,

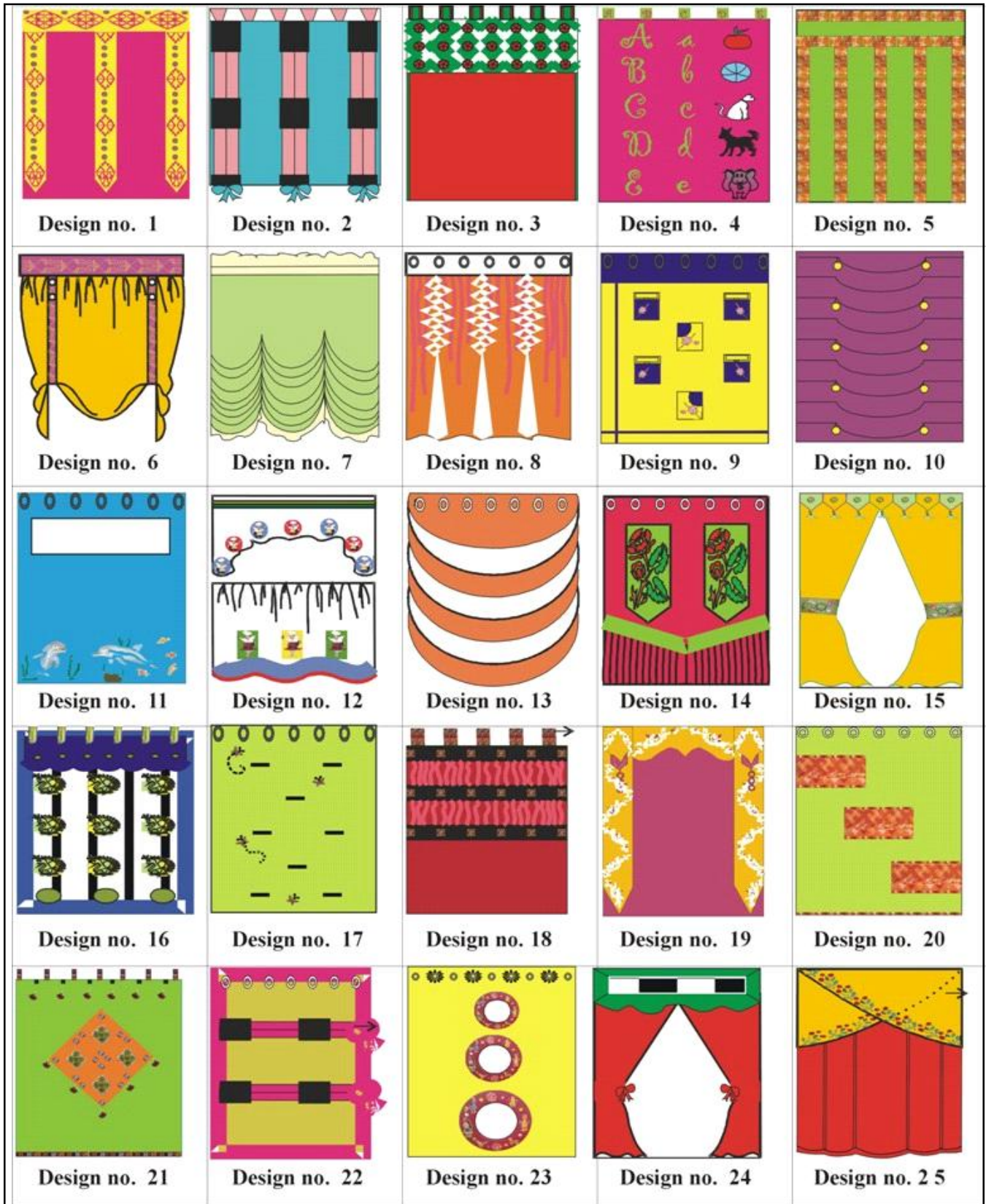


Plate 1 : Curtains designs

Table 1: Preferential order for the developed innovative curtain designs

Design Nos. as per the rank order	Designing technique/features	WMS	Rank order
21.	Curtain embellished with appliqué, mirror work , <i>Sindhi</i> work and fringes	2.67	I
10.	Curtain giving a cowl effect style using pleat tucks on the wrong side and decorated with surface decoratives	2.60	II
15.	Curtain designed with embroidered <i>Toran</i> with hangings and decorated tie-backs. Use of net curtain enhance the back	2.43	III
25.	Curtain designed using box pleats and overlapped swags decorated with stencil printing	2.37	IV
7.	Curtain designed using elastic to give gathering effect and frills	2.17	V
9.	Curtain designed with note-pad style effect having embroidered pockets	2.10	VI
1.	Curtain with <i>Toran</i> and panel effect, embellished with stencil printing and mirror work	1.97	VII
14.	Curtain designed with screen printing appliqué work and knife pleated skirting effect	1.87	VIII
17.	Flowered curtain designed with eyes for holding flowers and machine embroidery	1.83	IX
8.	Curtain designed using godet and ribbon on zig-zag style effect	1.77	X
23.	Curtain designed using series of embroidered appliqué work with contrast circles in the centre	1.73	XI
20.	Curtain designed with series of <i>Phulkari</i> embroidered appliqué work	1.73	XI
16.	Designer look was given using piping, mirror work and machine embroidery	1.73	XI
12.	A tier curtain having ribbon and patch work on pockets	1.73	XI
3.	Curtain designed with pin tucks, fabric printing and finishing effect using piping	1.73	XI
2.	Curtain designed using ribbon	1.67	XII
11.	Curtain designed using net/plastic sheet at the top portion and lower portion decorated with screen printing	1.66	XIII
18.	Curtain designed with horizontal panels, decorated with herring bone stitch	1.6	XIV
4.	Designed with patch work and decorated tabs	1.60	XIV
19.	Curtain designed using swags and panels decorated with pipe work and machine embroidery	1.57	XV
24.	Curtain designed with decorative woven pelmet cover and tie-backs	1.53	XVI
22.	Curtain designed using horizontal strips having strings for tying the curtain	1.53	XVI
6.	Curtain designed with belt to adjust height and embellished with nozzle painting	1.47	XVII
13.	Curtain with layered effect using contrast fabrics	1.40	XVIII
5.	Curtain designed using lace	1.33	XIX

Sindhi work and fringes got 2.67 weighted mean score and placed at the 1st rank followed by design no.10 got 2.60 weighted mean score with 2nd rank. Curtain design no. 15 placed at the 3rd rank with 2.43 weighted mean score. The 4th and 5th ranked design were no. 25 and 7, respectively. The least preferred design among the twenty five designs was design no. 5 and 13.

Barrett (2006) reported that window treatments or curtains come under the heading of applied design, which means they must be practical as well as beautiful. For a professional designer, the elements of design - colour, line, texture, form, and space - represent tools of the trade in the designing process.

Katherine (2001) stated that integrated CAD presents a new interface that call for further exploration by design makers.

The use of CAD garments prototype system offers design maker the opportunities to create innovative design styles on a limited run basis but with new opportunities for visual interpretation.

Sneh (2004) stated that the products are designed for the apparel industry that covers the concepts and different stages of designs, from volume to designs, from volume to style, from collection to the garment and from garment to the component piece. The guiding principles behind the development of our new CAD range incorporates multimedia and the internet information technologies that are no longer solutions for the future but features of everyday practice. Design tools that offer maximum flexibility and guarantee the quality and consistency of the processes are needed for the industry today.

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