

Indo-western garments with banni embroidery having persian motifs

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■ **ABSTRACT :** This problem was undertaken by investigator to add new and interesting idea which can break monotony and give a touch of novelty in construction of indo-western garments with Banni embroidery having Persian motifs. A pre- market survey was conducted to asses the present availability of various embroidered indo western garments through net, magazine, books etc. For this survey was carried out on Faculty members of Clothing and Textiles and 50 graduate students of Department of Mathematics, Banasthali University were selected for doing Banni embroidery on different garments and consumer preferences. After this Persian motifs were collected from primary and secondary sources and then investigator developed 25 design sheets. These design sheets were further evaluated by using 5 point scale method and 5 most preferred design sheets were converted into prototypes. These all are constructed according to the preferred design sheets and then developed prototype further evaluated on the basis of colour combination, placement of motifs, marketability and over all. Majority of the products were found to have high marketing and acceptability.

■ **KEY WORDS:** Indo-western garments, Banni embroidery, Persian motifs

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Banni embroidery actually originated in the semi-desert stretches of land known as Banni. It is unique most practiced form of embroidery minute designs and fabulous mirror works are two of its marked features. Basic colours for working this embroidery are mauve, yellow and pink apart from being inherent part of tralatitious life in Kutch, garments containing this style of embroidery are given to new bride. The fabric embellished with architectural designs of banni embroidery is often called Heer bharat. This embroidery is usually done using the silk floss. It is typical embroidery manipulating in vibrant colours in this stable form of embroidery provides most impressive and brilliant result.

Objectives :

- To prepare a questionnaire to find out the consumer preference.
- To collect and select the various persian motifs of

banni embroidery.

- To develop twenty-five design sheets with selected motifs for indo-western garment.
- To evaluate the developed design sheets to the target sample.
- To develop the most prefer design sheets into prototype.
- To evaluate the acceptability and marketability by the potent consumer.

Delimitation :

- Designing was limited to 5 garments.
- The study was conducted at Banasthali premises.

Significance:

- Study will introduce a new range of indo western garments.
- Trendy and exotic designs can open new dimension

of ideas for fashion designers.

- Study will create a new range into western garments by banni embroidery.
- Study can open more avenues of income generation.

■ RESEARCH METHODS

Locale of study :

The place where the study has been conducted is referred to as locale of the study. The present study was carried out at Banasthali Vidyapith, Rajasthan state was selected purposively.

Selection of respondents :

A sample of fifty respondents was selected for the study. The judges were 50 under graduate students of Department of Mathematics, Pharmacy in Banasthali Vidyapith.

Tool and procedure for data collection :

To attain the specific objectives, the study was conducted in three phases. Tools were constructed in accordance with each objective for data collection, tools and procedures used for data collection under these phases are described below.

Preparation of questionnaire :

The questionnaire was prepared by the researcher to collect the information about the information about the consumer preferences, acceptability and marketability of indo western garments with banni embroidery.

Data collection :

The data was collected by the investigator herself with the help of well structured questionnaire. The purpose of the study was to know the requirement of the Banni embroidery indo western dresses of the consumer, so that more acceptable products could be developed to achieve high consumer satisfaction.

Collection and selection of Persian motif for indo western dresses :

Various Persian motifs were collected from different sources like books and internet. For the selection motifs, responded were selected having knowledge about design.

Developed and selection of design sheets for indo-western garments :

Designs of indo-western garments were draw on the sheets with different placement Persian motif.

Evaluation of developed design :

Developed design was evaluates by panel of judges panel comprised of teachers, U.G. and P.G. students of Clothing and

Textile Department.

Analysis of design sheets :

Sheets of designed indo-western garments was shown to panel of respondents and asked to evaluate and rank design on the basis of colour combination, motif arrangement, stitching and overall appearance. Mean was calculating each design rank accordingly. On the basis of result of consumer preference five designs was finally selected for construction of prototype.

Construction of selected design into garments :

According, to preference of the respondent fabrics were cut as the desired shape for garments. After cutting of fabrics, the add joining cut pieces was joined thought in stitching in required shape style as per the selected design.

Pricing and costing :

For calculate the total cost, material cost (fabric, thread, stone and mirror) labour cost was depended on the hours spent to make the product 10 per cent margin was added in the total cost of the product thus, pricing is done.

Assessment of design garments :

Assessment of the indo-western garment was done by the fifty respondents on the basis of criteria like colour combination, motif arrangement, stitching and overall appearance.

Excellent	5
Very good	4
Good	3
Fair	2
Average	1

For assessing the marketing potential the acceptability of prices marked on the labels was asked and price reduction and hiking suggestion were invited suggestions for improvement in the product and further ideas were also invited.

Data analysis :

To quantify the data regarding the evaluation of designs the marks was allotted to each designs edited. Then they were give rank the design with highest mark got first rank. Weighted means for score was calculated for significant inference and short in graph form.

■ RESEARCH FINDINGS AND DISCUSSION

This chapter furnishes the result obtain from analysis of data of the present investigation. The data has been organised and analyzed taking into account objective of the study. Result has been presented in following subsection.

Table 1 : Design sheet evaluation	
Sheet No.	Respondents
Shervani	
1.	4.33
2.	3.68
3.	3.68
4.	4.13
5.	4.66
Skirt	
1.	4.46
2.	4.11
3.	3.73
4.	3.71
5.	3.88
Capri	
1.	4.37
2.	3.93
3.	4.0
4.	3.84
5.	4.28
Saree	
1.	4.48
2.	3.86
3.	4.26
4.	3.88
5.	4.04
Frock suit	
1.	4.04
2.	4.31
3.	4.22
4.	4.26
5.	4.82

**Result of the preliminary survey :
Result of developed design sheets :**

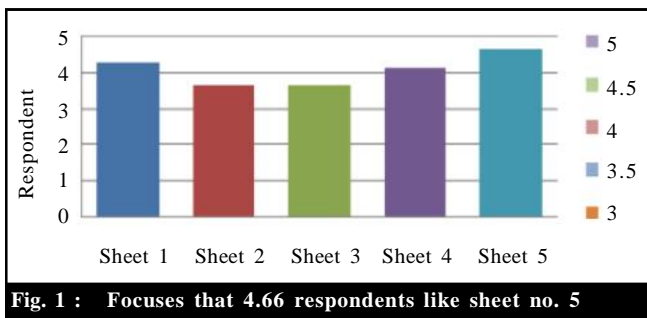


Fig. 1 : Focuses that 4.66 respondents like sheet no. 5

Sheets of shervani :

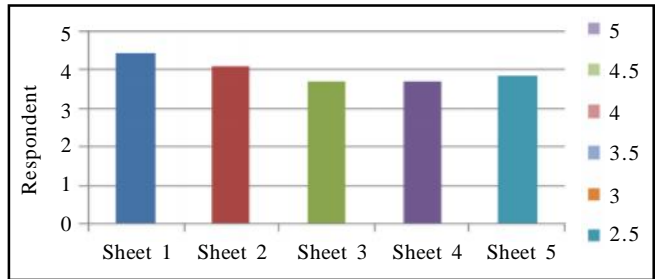


Fig. 2 : Focuses that 4.66 respondents like sheet no. 1

Sheets of skirt :

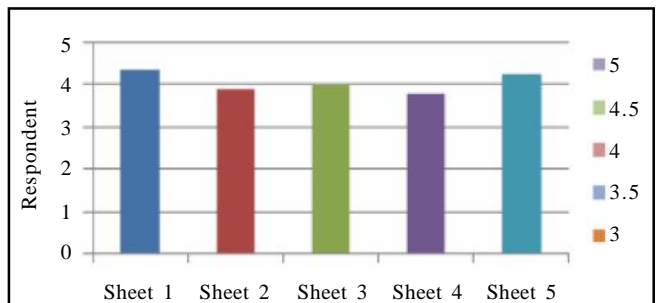


Fig. 3 : Focuses that 4.37 respondents like sheet no. 1

Sheets of capri :

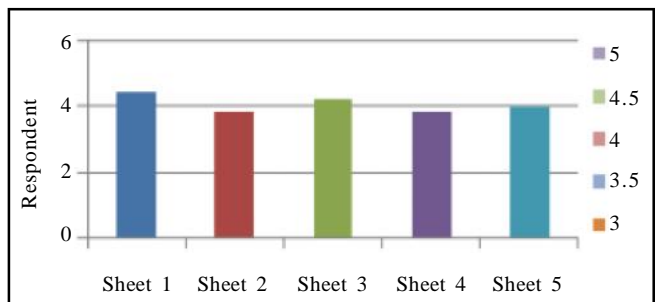


Fig. 4 : Focuses that 4.48 respondents like sheet no. 1

Sheets of saree :

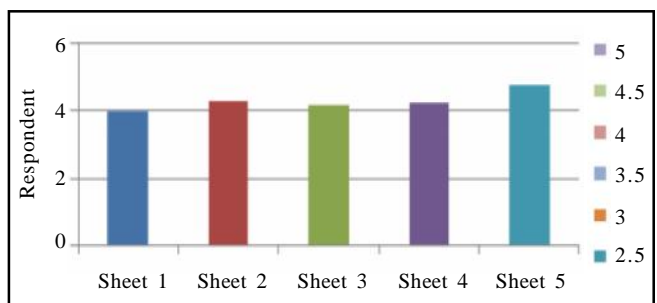


Fig. 5 : Focuses that 4.82 respondents like sheet no. 5



Fig. 6 : Graph of selected proto type

Sheets of frock suit :

Among all five categories, saree got the highest marketability and shervani got lowest marketability.

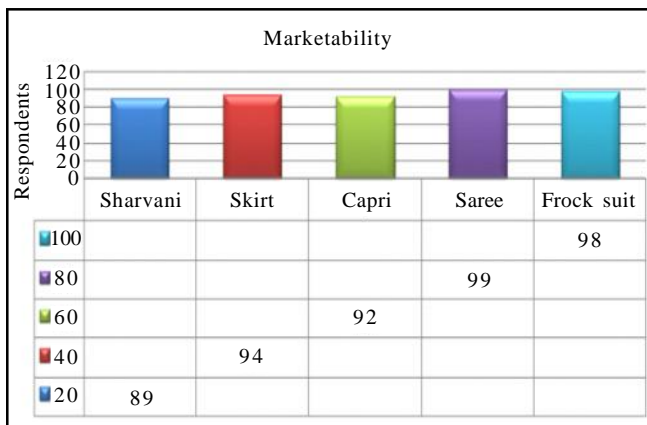


Fig. 7 : Responses on garment marketability

Among all five categories, saree and frock suit got the highest acceptability and shervani, skirt and capri got lowest

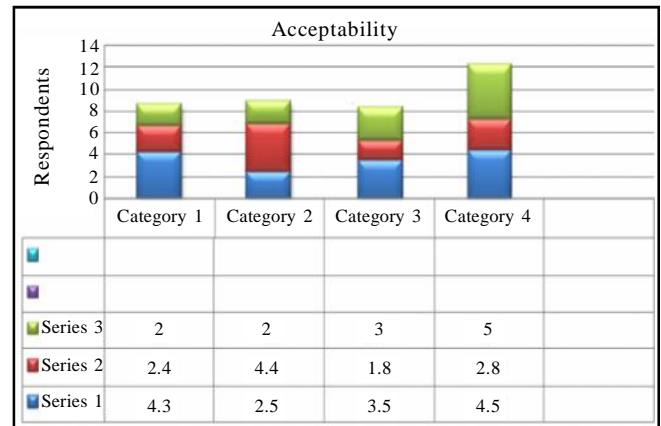


Fig. 8 : Responses on garment acceptability

acceptability.

Among all five categories, saree and frock suit motif arrangement like by more respondent and shervani, skirt and

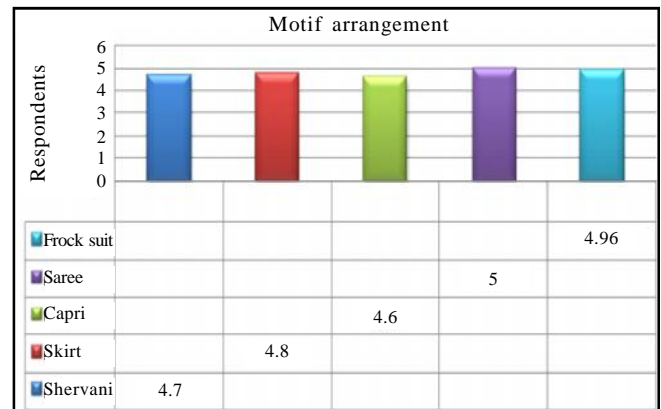


Fig. 9 : Responses on garment motif arrangement

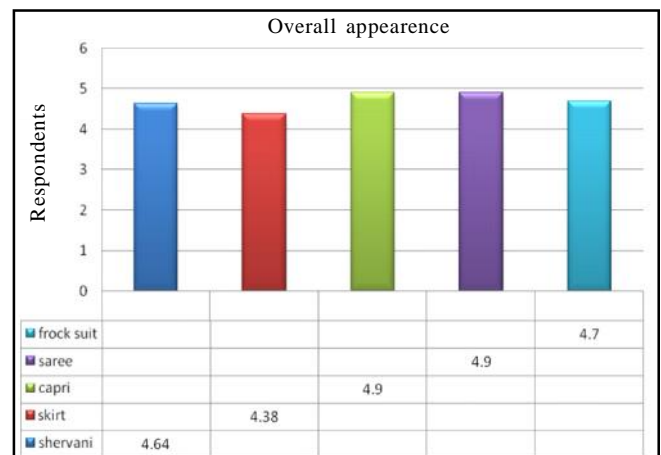


Fig. 10 : Responses on garments overall appearance

capri liked less.

Among all five categories, saree and capri rangement like by more respondent and shervani, skirt and capri liked less.

Among all five categories, saree and frock suit motif arrangement like by more respondent and shervani, skirt and Capri liked less. Majority of the respondents were willing to pay the garment at estimated cost. Sharma and Garg (2014) worked on the designing of indo-western garments by using tantric motifs, Urban (2002); Woodruffs (1913); Banerjee (1988) and Bagchi (1989) worked on the practical aspect of vedic tradition of tantra (Indian traditions).

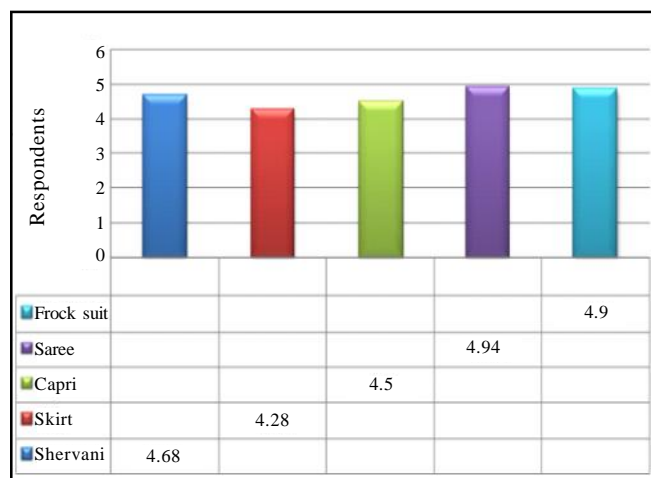


Fig. 11 : Responses on garments colour combination

Conclusion :

In practice, the most visible manipulation of fashion and lifestyle is mirrored thought our clothing. While food and housing are internal need, clothing is that one carries thought on one self most of the time attracting great scrutiny sometimes admiring and often critical. Making slight modification in our traditional crafts, we can introduce some design for fashion conscious

people. Thus we can reach the high of fashion even by keeping our fit on traditional ground. Thus can server two purpose one is introduce of something new in the world of fashion and secondly, it can help brush of the dust from the traditional craft of India which are getting the least attention these days.

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