

Prevailing trends of silhouettes in western dresses

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■ **ABSTRACT :** For this study a total of 20 apparel stores were selected purposively and surveyed by the researchers to obtain the information regarding prevailing trends in silhouettes, fabrics, colours and embellishments, etc. for various western dresses. An interview schedule was prepared to study the prevailing trends of western dresses in the local market. The data regarding prevailing trends in western dresses indicated that A-line and balloon silhouettes were available in all the apparel stores. Western dresses in cotton blends and plain (without design) fabrics were available in all the twenty apparel stores. Black coloured western dresses in single and two colour combinations were available in the apparel stores. Yokes, tucks, gathers, pleats, darts were most preferred constructional features as embellishments, dresses with frills and ribbons were available in all the apparel stores.

■ **KEY WORDS:** Apparel stores, Western dresses, Prevailing trends

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In today's time of fashion and style, clothing plays an important role in establishing our social status. It is very important to wear fashionable clothes and look more fashionable and sophisticated. There is such a wide variety of range available in the attires that one can try different styles of clothes every day. It solely depends upon the choice and taste of the person what kind of clothes he or she prefers to wear. Depending upon the different factors like age, body structure, profession, region and social status, different people wear clothes of different kinds. Clothing is important for everybody- be it an infant or a teenager. Young girls, middle aged women and old ladies, all pay attention to their clothes and footwear etc. young girls may prefer wearing slim fit and highly stylish dresses that make them look stunning. Everybody wants to look impressive and beautiful. Without proper outfits one would never manage to have a pleasing and appealing personality (Marshal, 2009).

Change is definitely in the air. For too long now fashion has been all about volume and length. Finally we are seeing the first signs of an overhaul and we are delighted while some designers have excelled at the art of draping, the absence of fit and form has been a boon for the lazy and the incompetent. Even the most sack-like outfit has been bang on trend. At

best of late fashion has yielded glamorous, flattering and opulent ensembles. For the fashion savvy, the silhouette is beginning to look overdone. The avant-garde has become the ubiquitous, to the point where paneled shirts hang in each corner of every market (Feerasta, 2012).

■ RESEARCH METHODS

An interview schedule was prepared to study the prevailing trends of western dresses in the local market. A total of twenty apparel stores were selected purposively and surveyed by the researchers to obtain the information regarding prevailing trends in silhouettes, fabrics, colours and embellishments, etc. for various western dresses.

■ RESEARCH FINDINGS AND DISCUSSION

According to the results of market survey, A-line and balloon silhouettes were available in 100.00 per cent of the apparel stores. Sheath and flared silhouettes were available in 85.00 and 70.00 per cent of the apparel stores, respectively. Both mermaid and empire silhouettes each were available only in 20.00 per cent of the apparel stores (Table 1).

Regarding the trends in fabric types, western dress in

cotton blends and georgette were available in 100.00 and 95.00 per cent of the apparel stores, respectively (Table 2). Whereas, dresses in chiffon and raw silk were available in 70.00 and 65.00 per cent of the apparel stores.

Silhouette types	f (%)
A-line	20 (100.00)
Ball	7 (35.00)
Sheath	17 (85.00)
Mermaid	4 (20.00)
Balloon	20 (100.00)
Princess	9 (45.00)
Empire	4 (20.00)
Flared	14 (70.00)

f (frequency) *Multiple responses
 Figures in parentheses indicate percentages

Fabrics	f (%)
Cotton	10(50.00)
Linen	9(45.00)
Georgette	19(95.00)
Cotton blends	20(100.00)
Wool blends	3(15.00)
Crepe	16(80.00)
Raw silk	13(65.00)
Chiffon	14(70.00)

f (frequency) *Multiple responses
 Figures in parentheses indicate percentages

It is clear from Fig. 1 that western dresses in woven fabric structure were seen in all the apparel stores, followed by dresses with knitted fabric structures which were available in 65.00 per cent of the apparel stores.

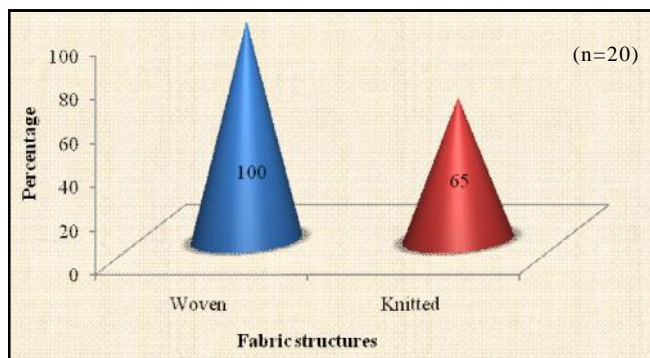


Fig. 1 : Types of fabric structures available

Western dresses made from plain (without design) fabric were available in all the apparel stores followed by printed and plain with self design which were available in 70.00 and

55.00 per cent of the apparel stores, respectively. Western dresses made in structural design were available only in 30.00 per cent of the apparel stores (Table 3).

Fabric designs	f (%)
Plain (without design)	20 (100.00)
Plain with self-design	11 (55.00)
Printed design	14(70.00)
Structural design	6 (30.00)

f (frequency) *Multiple responses
 Figures in parentheses indicate percentages

According to Table 4, Western dresses in black and red colours were available in all the stores followed by white and blue each which were available in 85.00 per cent of the apparel stores. Western dresses in both orange and mauve colours were available in 75.00 per cent of the apparel stores. Both cream and grey colour dresses were available in 20.00 per cent of the stores. Western dresses in green and brown colour each were seen only in 15.00 per cent of the apparel stores.

Colours types	f (%)
Black	20 (100.00)
White	17 (85.00)
Mauve	15 (75.00)
Red	20 (100.00)
Blue	17 (85.00)
Yellow	14 (70.00)
Cream	4 (20.00)
Brown	3 (15.00)
Pink	7 (35.00)
Grey	4 (20.00)
Orange	15 (75.00)
Green	3 (15.00)

f (frequency) *Multiple responses
 Figures in parentheses indicate percentages

Regarding colour combinations, Fig. 2 indicate that single and two coloured western dresses were available in all the stores, whereas multi coloured western dresses were available only in 45.00 per cent of the apparel stores .

According to the data in Table 5, western dresses with yokes, tucks, gathers, pleats, darts, ruffles and cowls were seen in all the apparel stores followed by 75.00 per cent of the stores having western dresses with pockets. Flounces and peplums in Western dresses were also seen in 70.00 per cent of the apparel stores.

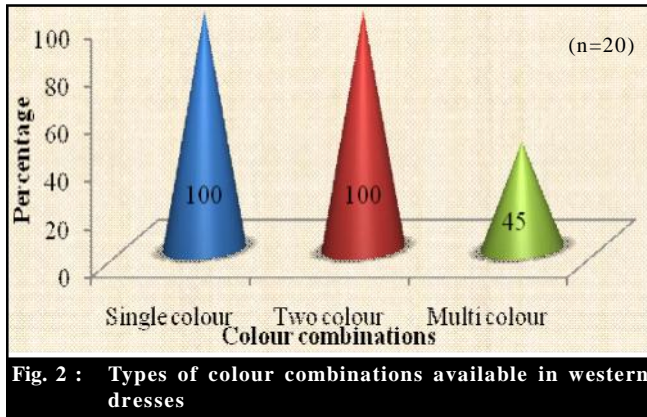


Fig. 2 : Types of colour combinations available in western dresses

Constructional features	f (%)
Yokes	20(100.00)
Tucks	20(100.00)
Gathers	20(100.00)
Pleats	20(100.00)
Darts	20(100.00)
Pockets	15(75.00)
Flounces	14(70.00)
Ruffles	20(100.00)
Cowls	20(100.00)
Peplums	14(70.00)

f (frequency) *Multiple responses
Figures in parentheses indicate percentages

Regarding surface embellishment techniques, data in Table 6 show that western dresses with embroidery and printing were available in 60.00 and 25.00 per cent of the apparel stores, respectively. Whereas western dresses with painting were available only in 15.00 per cent of apparel stores.

Surface embellishment techniques	f (%)
Embroidery	12(60.00)
Painting	3(15.00)
Printing	5(25.00)

f (frequency)
Figures in parentheses indicate percentages

Table 7 : Types of surface embellishments available in western dresses (n=20*)

Surface embellishments	f (%)
Buttons	17(85.00)
Laces	17(85.00)
Braids	12(60.00)
Frills	19(95.00)
Ribbons	19(95.00)
Binding	13(65.00)
Beads	12(60.00)
Mirror disc	6(30.00)
Glitters	5(25.00)

f (frequency) *Multiple responses
Figures in parentheses indicate percentages

As it is clear from Table 7 that Western dress with frills and ribbons were available in 95.00 per cent of the apparel stores. Western dresses with buttons and laces were available in 85.00 per cent of the apparel stores. Sixty five per cent of apparel stores were having dresses with binding followed by dresses with braids and beads which were seen in the 60.00 per cent of the apparel stores, respectively.

Conclusion :

The data regarding prevailing trends in western dresses indicated that A-line and balloon silhouettes were available in all the apparel stores. Western dresses in cotton blends and plain (without design) fabrics were available in all the twenty apparel stores. Black coloured Western dresses in single and two colour combinations were available in the apparel stores. Yokes, tucks, gathers, pleats, darts were most preferred constructional features. As embellishments, dresses with frills and ribbons were available in all the apparel stores.

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