Designing and development of eco-fashion accessories

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■**ABSTRACT :** The design development of eco-fashion accessories from leftover/ waste of zari/brocade fabrics was carried out in Ludhiana city. The general aim of the present paper was to the design, colour, embellish and development of eco-fashion accessories. Three coloured combination followed by multi and two coloured combinations were preferred by the respondents. Patchwork, appliqué, bead, mirror work were the most preferred decorative material to be used for the development of eco-fashion accessories. On the basis of colour combinations, embellishments and design features twenty designs were developed on Corel Draw (X_4) and shown to panel of judges for final selection. The most preferred five designs were used for preparing handbag, shrug, footwear, clutch bag and stole. Suitable statics analysis was used.

■ **KEY WORDS:** Accessories, *Brocade*, Eco-fashion, Colour combination, Embellishments, *Zari*

Textile industry is among the most essential consumer goods industry. We all need garments and other textile products such as footwear and bags etc. However, textile industry is also accused of being one of the most polluting industries. Not only production but consumption of textiles also produces waste. The amount of waste regenerated by Indian textile industry may go up to 36 per cent of the total weight of yarn/ fabric consumed (Grewal, 2004).

Different colours and motifs have been used in textile designs since ages. A textile design, along with its colour, has to be both impressive and useful. Colour is the soul of textiles. It is always the right colour that sells even the inferior fabric, as colour has the hypnotizing powers by an emotional feeling of like or dislike for the textile product at the first sight. The design and colour are the primary interests of a customer (Ward, 1973).

The changing profile of the lifestyle and taste influence the trends that guide the design development of home textiles. The rich textile traditions of the handloom and handicraft sector with its distinctive looks, processes, textures and colours, are exclusive to India and have been modified in a selective manner to add to the rich repertoire of Indian home textile.

No trends can compete without experimenting with new innovations. After all, superiority of human intellect and emotions attached to such achievement result sometimes in really creative development. Different traditional techniques, motifs and designs if adapted to the contemporary use, would be helpful in incorporating diversification in the product in order to sustain the interest. The designers are always fascinated and inspired by the traditional designs of India and have thought to bring their designs in the world market as a diversified product. In this modern era, designers and researchers are trying to create new products but at the same time keeping the charm and life of traditional textiles (Kaur, 2008).

■ RESEARCH METHODS

The investigator conducted the research in different stages which involved a study of the preferences of respondents, development of sketches using computer-aided designing (CAD) and selection of sketches, preparation of the most preferred accessories and determination of the cost effectiveness of developed accessories. The most preferred five designs were used for preparing handbag, shrug, footwear, clutch bag, and stole. The interview schedule was aimed at

Table 1: Preferences of respondents for surface decoration material							(n=90)
Decoration techniques	Order of preferences					WMS	Ranks
	I	II	III	IV	V		
Patchwork	25 (27)	17 (18)	10 (11)	11 (12.22)	6 (6.66)	2.79	I
Appliqué work	8 (8.88)	15 (16.66)	14 (15.55)	9 (10)	9 (10)	1.88	II
Dori work	4 (4.44)	6 (6.66)	13 (14.44)	5 (5.55)	11 (12.22)	1.16	–
Zari work	9 (9.99)	4 (4.44)	8 (8.88)	8 (8.88)	4 (4.44)	1.17	VI
Beads	15 (16.66)	11 (12.22)	7 (7.77)	7 (7.77)	9 (10)	1.81	III
Mirror work	8 (8.88)	10 (11)	11 (12.22)	14 (15.55)	9 (9.99)	1.67	1V
Glitters	2 (2.22)	7 (7.77)	7 (7.77)	9 (9.99)	9 (9.99)	0.96	–
Ribbons	5 (5.55)	7 (7.77)	7 (7.77)	4 (4.44)	6 (6.66)	0.98	–
Shells	2 (2.22)	2 (2.22)	1 (1.11)	2 (2.22)	1 (1.11)	0.29	–
Laces	9 (9.99)	6 (6.66)	4 (4.44)	10 (11)	8 (8.88)	1.21	V
Metallic	0 (0.00)	3 (3.33)	0 (0.00)	1 (1.11)	2 (2.22)	0.17	–
Fringes	2 (2.22)	2 (2.22)	2 (2.22)	0 (0.00)	5 (5.55)	0.32	–
Sequins	1 (1.11)	0 (0.00)	2 (2.22)	0 (0.00)	4 (4.44)	0.17	–

Figures in parentheses indicate percentages Weighted Mean Score - WMS
Kruskal –Wallis H-test H=11.73*   * indicate significant of value at P=0.05

Table 2 : Weighted mean score of panel of judges according to their preferences regarding the designs of eco-fashion accessories	(n=10)	
Designs	WMS	Ranks
Hand bag		
A_1	3.30	I
A_2	2.80	II
A_3	2.40	III
A_4	1.60	IV
Shrug		
C_1	2.50	III
C_2	1.70	IV
C_3	2.60	II
C_4	3.10	I
Footwear		
F_1	3.00	I
F_2	2.40	III
F_3	2.50	II
F_4	1.60	IV
Clutch bag		
H_1	2.50	II
H_2	2.00	IV
H_3	2.90	I
H_4	2.10	III
Stole		
I_1	2.50	II
I_2	2.10	IV
I_3	2.30	III
I_4	3.40	I
Necklace		
J_1	1.80	III
J_2	2.80	II
J_3	3.30	I
J_4	2.10	IV

Weighted Mean Score-WMS

obtaining preferences of the respondents, for eco-fashion accessories that can be made by using waste of *zari/brocade* fabrics, mode of construction, colour combinations and type of the surface embellishments like laces, buttons, beads, patchwork, mirrors and appliqué work.

■ RESEARCH FINDINGS and DISCUSSION

The data presented in Table 1 indicated that patchwork, appliqué, bead, mirror work were the most preferred decorative material to be used for the development of eco-fashion accessories and their weighted mean scores were 2.79, 1.88, 1.81, 1.67 and 1.21 given first, second, third, fourth and fifth ranks, respectively. Zari work was given sixth rank with weighted mean score of 1.17. Ribbons, fringes, shells and sequins were the least preferred decorative material. The Kruskal –Wallis H-test *i.e.* H=11.73* was found to be significantly different from each other at 5 per cent.
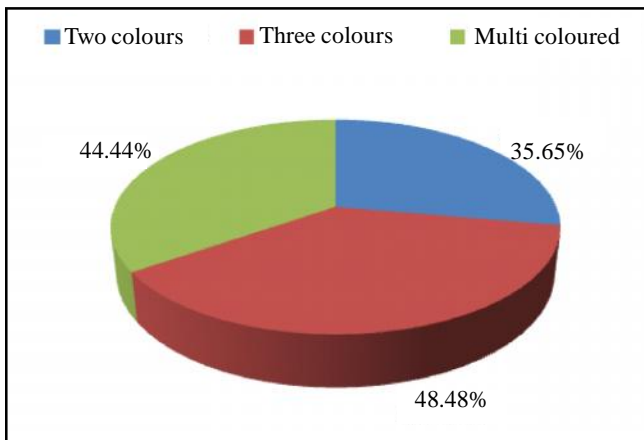

Fig. 1 :   Types of colour combinations preferred by respondents for the design development of accessories

Types of colour combinations preferred by respondents for the design development of accessories :

The results pertaining to the preferences of the respondents regarding the colour combinations used in accessories have been furnished in Fig. 8. The data revealed that 48.88 per cent of the respondents preferred three coloured designs, followed by 44.44 per cent of the respondents preferred multicoloured, whereas 35.65 per cent of the respondents preferred use of two-coloured as their choice.

Selection of sketches for eco-fashion accessories :

For the development of five selected eco-fashion accessories *i.e.* hand bag, shrug, footwear, clutch bag and stole were developed. For each accessory four designs were developed and were show to panel of judges for the final selection. Table 2 reveals that (A_1) design with weighted mean score 3.30 was selected for the hand bag development, (C_4) design with weighted mean score 3.10 was selected for the shrug, (F_1) design with weighted mean score 3.00 was selected for the footwear, (H_3) design with weighted mean score 2.90 was selected for the clutch bag, (I_4) design with weighted mean score 3.40 was selected for the stole development.

The data regarding the preferences of the respondents for design features to be considered while preparing of eco-fashion accessories from waste fabrics have been presented in Table 3. The data revealed that 52.22 per cent of the respondents selected accessories due to the colourful combination, 32.22 per cent due to their functional suitability followed by 27.77 per cent were preferred due to the overall impact of the accessories and only 23.33 per cent of the respondents were of the opinion that the embellishments used attract them to purchase the products.

Table 3: Preference of respondents regarding design features	(n=90)
Design features	Frequency (%)
Overall impact	25 (27.77)
Functional suitability	29 (32.22)
Suitability of embellishments	21 (23.33)
Colour combination	47 (52.22)

Figures in parentheses indicate percentages   *Multiple responses

Table 4 : Factors effecting while purchasing the accessories							(n=90)
Factors	Order of preferences					WMS	Ranks
	I	II	III	IV	V		
Price	32 (35.55)	24 (26.66)	15 (16.66)	9 (10)	10 (11.11)	3.66	I
Appearance	17 (18.88)	13 (14.44)	9 (10)	24 (26.67)	27 (30)	2.56	IV
Durability	10 (11.11)	18 (20)	20 (22.22)	19 (21.11)	23 (25.55)	2.70	III
Utility	14 (15.55)	22 (24.44)	17 (18.88)	19 (21.11)	18 (20)	2.94	II
Season	8 (8.88)	17 (18.88)	14 (15.55)	22 (24.44)	29 (32.22)	2.48	V

Figures in parentheses indicate percentages Weighted Mean Score - WMS
Kruskal –Wallis H-test H=13.72*   * indicate significance of value at P=0.05
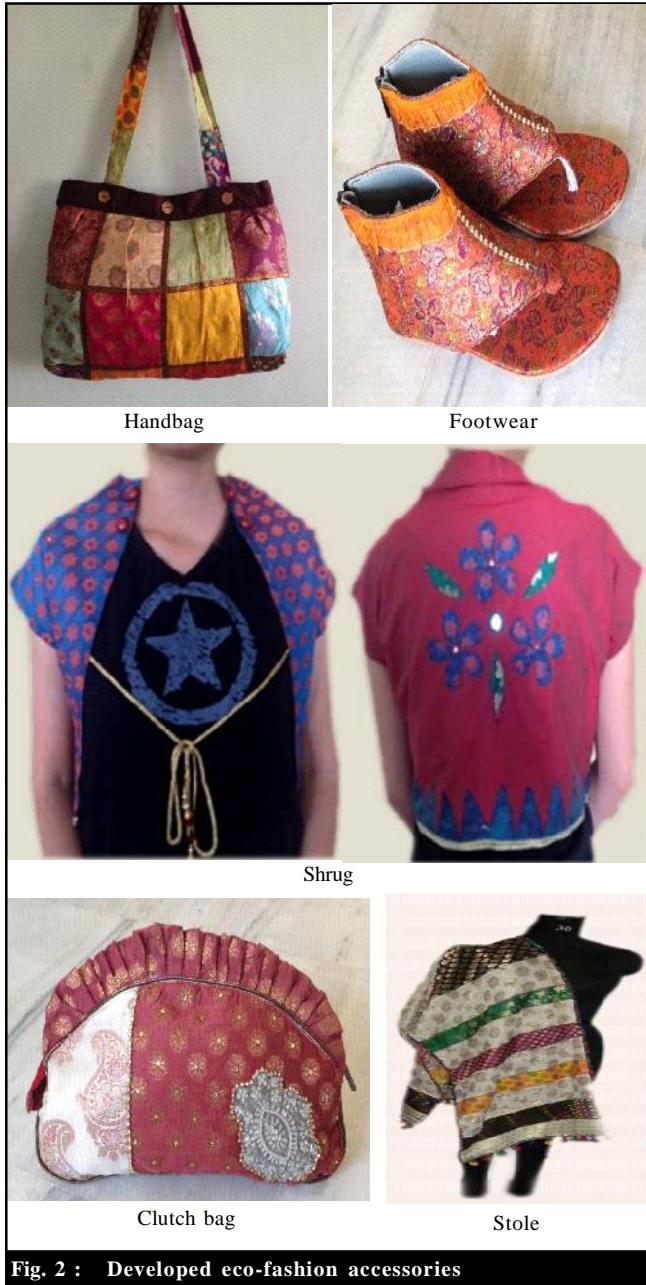
Fig. 2 : Developed eco-fashion accessories

Many economical and socio-cultural factors influence the purchase of fashion accessories. The data shown in Table 4 revealed that price, with weighted mean score 3.66, was the most influenced factor, hence, was given the first rank. Utility, durability, appearance and season were assigned the weighted mean score of 2.94, 2.70, 2.56 and 2.48 were given second, third, fourth and fifth rank, respectively. The Kruskal –Wallis H-test *i.e.* H=13.72* was found to be significant at 5 per cent in all the cases.

Multicoloured and two colour combinations were used for developing the eco-fashion accessories. Stylized lace, wooden buttons, stones, swaroski, zari and beaded work embroidered patch and dori were used to embellish it. A zipper was attached on the top of the hand bag and clutch bag for the opening.

Conclusion :

Majority of the respondents were preferred multicoloured combination for the development of eco-fashion accessories. Laces, patchwork, beads and swaroski were the most preferred decorative material for the decoration of accessories. Price was the most influenced factor while purchasing the accessories**.** Most preferred designs (A_1) hand bag, (C_4) shrug, (F_1) footwear, (H_3) clutch bag and (I_4) stole were selected for final development.

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