

Designing Of Handloom Sarees with Fusion of Indian Traditional Designs

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Abstract: India has a rich heritage and is well known for the work of great artisans and human skills. Indian handloom sector of the textile industry is ancient and has served the economy well in terms of employment. At present juncture, people are seen to be attracted more by the traditional designs, value additions and customized products not only in the country, but all over the world. Taking these insights present investigator has created a new language of art in the form of fusion of Indian state traditional designs. The objective of the researcher was entirely novel, unique from previous thinking and design. This problem was undertaken by the investigator to include innovative and attractive ideas which can split the uniformity and provide a distinctive feel of novelty in increasing the aesthetic values of handloom sarees by value addition techniques. A pre-market survey was carried out to evaluate the present availability of various designs present in handloom sarees through internet, e-retailing, magazines, retail shops, etc. With help of primary data sources the researcher created fusion various state traditional designs sheets and the method of incorporation of those designs in handloom sarees by value addition techniques like dyeing, printing, embroidery, sewing and fabric painting etc. All the developed products has been further evaluated by using 5 point scale method on the basis of aesthetic appearance, marketability, design and overall. It was found that all the sarees were extremely liked by respondents for all the criteria like aesthetic appearance, color combinations, uniqueness of traditional designs and marketability of handloom sarees were recorded and put on view in a graphical representation. Majority of the respondents were ready to wear and purchase those fusion work handloom sarees.

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I. INTRODUCTION

In today's modernization world, Fashion is not something that survive in a particular subject only. It changes rapidly to look for something new and different in the attires what we wear. Due to swift changing in fashion trends there is a demand to bring new look in handloom sarees and to satisfy the increasing demand of consumers for range of new products. The productions of handloom sarees are important for economic development in rural India. The fusion work of various traditional textile designs therefore will be very essential to the success of an handloom sarees in the market places and People also need these types of changes in sarees but very least styles was available in the market.

The main purpose of present investigation was to create new designs of handloom sarees. The present study was carried out with following objective:-

Objectives:

- To collect the present market study from primary and secondary sources.
- To inspire and the various traditional designs of India
- To implement those designs in handloom sarees by value addition techniques like printing, Painting and embroidery techniques.
- To evaluate the proposed designs with respect of appearance, design, construction details through questionnaire and asses the marketability.

Delimitation:

- The study was limited to designing of fusion works of handloom sarees with Indian state traditional designs only.
- An only self-made questionnaire was used to collect data from the subjects.

Significance:

- It will help to explore the Indian traditional designs and culture of the people.

- It helps to create new design according to people choice and will be more attractive for fashionable people.
- Trendy and new traditional designs can unwrap fresh dimension of ideas for fashion designers.
- This Study can open more avenues of income generation, sale ability of handloom sarees sectors.

Methodology Phase-1

1. Preparation of questionnaire

The questionnaire was prepared by the researcher to collect the information about the customers preferences, acceptability and marketability of handloom sarees fusion with Indian traditional designs.

II. DATA COLLECTION

The data was collected by the investigator with the help of self made well-structured questionnaire. The intention of the study was to identify the availability of fusion works in market and to recreate traditional designs with sarees to achieve high consumer satisfaction.

III. COLLECTION OF IMSPIRED INDIAN TRADITIONAL DESING ILLUSTRATION

Various illustration of Indian state traditional designs were collected various sources like internet, magazines, books etc to find the various traditional designs of Indian state.

Phase -2

1. SKETCHING AND DEVELOPMENT OF DESIGNS

Total 18 traditional motifs were selected & sketched on paper and motifs were developed according to shape, design and type of embellishment in screens, blocks to undergo further process.

2. INCORPORATION OF TRADITIONAL DESIGNS

To develop the handloom sarees with traditional motifs of various states Traditional Designs were created on handloom sarees by using surface ornamentation techniques like painting, printing, embroidery sewing, mirror works, zardosi etc.

3. COSTING & PRICING

For calculating the total cost, the researcher included material cost (handloom sarees, sewing thread, fabric paints ,screen development charges, embroidery accessories, brushes etc.), labor cost was computed based on the working hours spent to make the product and approximately 15% of margin cost was summed in the total cost of the product and thus, pricing is prepared.

4. ASSESSMENT OF FUSIONED HANDLOOM SAREES WITH CONSUMERS AND RETAIL SHOPS

Visual analysis is very important in assessment of designing sarees and it is subjective characteristic and may vary from individual on the following factors like like/dislikes, habits, choices and taste. Physiological and personal preferences is affects the selection of colors, design, and type of fabric. Consumer acceptability is highly needed for voluminous production. Therefore, subjective analysis can be used as a tool to measure the preferences of respondents for design selection, visual appearance

The groundwork survey was done with the help of questionnaire to find out consumer mind-set and satisfactoriness towards handloom sarees and to know awareness over those sarees. For quantifying the data about the assessment of designs, the marks was allotted for each fusion sarees and ranked with descending order arrangement . Assessment of the designed sarees was done by the 50 respondents on the basis of criteria like selection of motifs, color combination, aesthetic appeal, uniqueness of work, finishing of the product, workmanship, consumer acceptability, and pricing. For evaluating the market potential, the acceptability of prices were indicated on the labels and was asked for decrease in pricing & hiking suggestion and retailer's opinion were invited for further improvement in the developed product.



Elephant Block Print



Madhubani Hand Paint



Batik Print Saree -Stone Work

Bandhani



Couching



Kasuti



Thuria





Dabu work



Kalamkari



Chikkankari

10 traditional designs were mended with handloom sarees and enhanced the visual look and developed products were assessed by rating scale & weighted mean score was also been calculated for all the designed handloom sarees . The prepared sarees were shown to the respondents for analyzing on the fundamental 5 criteria like color combination, uniqueness, aesthetic appearance, price and customer acceptance.

Design no.	Weighted mean score	Rank
Embroidery	2.55	1
Printing	2.79	4
Painting	2.64	2
Sewing	2.71	3

COLOR COMBINATION

Design no.	Weighted mean score	Rank
Embroidery	2.49	1
Printing	2.52	2
Painting	2.63	3
Sewing	2.68	4

The blending of colors will make more attractive and pleasing effect to the attire and above table shows that Embroidered handloom sarees gives best color combination followed by printing and painting value additions

AESTHETIC ASSESSMENT

Design no.	Weighted mean score	Rank
Embroidery	2.42	1
Printing	2.62	3
Painting	2.56	2
Sewing	2.78	4

Aesthetic appeal of the fused handloom sarees were determined and result in table shows that embroidery was found most attractive and good-looking by respondents followed by painting and printing techniques also been valued by consumers and ranks were marked based on weighted mean score values.

PRICING

Design no.	Weighted mean score	Rank
Embroidery	2.44	2
Printing	2.58	4
Painting	2.39	1
Sewing	2.51	3

The selection of design unique is highly rated in painting technique which added more value for workmanship skill. The respondents also appreciated with embroidery designs, sewing and printed designs

UNIQUENESS AND CUSTOMER ACCEPTANCE

Design no.	UNIQUENESS		CUSTOMER ACCEPTANCE	
	YES	NO	YES	NO
Embroidery	50	0	50	0
Printing	48	2	49	1
Painting	49	1	50	0
Sewing	47	3	48	2

Embroidery, Painting, printing and sewing has been ranked ascendingly in both uniqueness and customer acceptance on the basis of yes/no questionnaire.

IV. CONCLUSION

In global textile scenario, always people needs change in apparel design to create uniqueness, there is a urge to craft variety of fusing traditional designs in handloom sarees with Indian state traditional designs. This has been analyzed through the study that all the developed handloom sarees were like by the respondents. Majority of the consumers liked the fusion work with traditional designs which will also help to improve the handloom market sales rate. The fusion of handloom sarees has satisfied the needs of the customers.

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