

Designing of Indo-Western Garments Influenced From Different Indian Classical Dance Costumes

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ABSTRACT:- Fashion is always expected to reveal something innovative and creative by new designing. Fashion is not something that exists in a particular subject only. It is in the sky, in the street, in our ideas and thoughts and in the ways we live. Fashion is a creative process that results in a finished garment. Fashion has always borrowed from other art forms whether they are textile patterns of ancient cultures or forms. Taking these insights present investigator has created a new language of art in the form of fusion of indo western. The intentions of the investigator were totally innovative, totally fresh from previous thinking and design.

This problem was undertaken by the investigator to add new and interesting ideas which can break monotony and give a touch of novelty in construction of indo-western garments influenced by Indian classical dance costumes. A pre-market survey was conducted to assess the present availability of various changes in indo-western garments inspired from Indian classical dance costumes, through net, magazine, books etc. for this survey was carried out on 100 graduate students of Banasthali institute of design, Banasthali University were selected. After this Indian classical dance costumes (Manipuri (pre-vaishnav and post-vaishnav), bharatnatyam, kathak and kathakali) were collected from primary and secondary sources and then investigator developed 15 design sheets. These design sheets were further evaluated by using 3 point scale method and Five most preferred design sheets were converted into prototype further evaluated on the basis of appearance, marketability, design and overall. It was found that all the garments were extremely liked by respondents for all the criteria. Finally the aesthetic appeal, uniqueness of design and marketability of garments was recorded and displayed in a graphical representation. Majority of the respondents were ready to wear and purchase those indo-western garments, designed by Indian classical dance costumes.

I. INTRODUCTION:

In today's world of modernization, fashion is changing rapidly people look for something new and different design in apparel. Due to fast changing fashion trends there is need to bring new look in indo-western garments and to satisfy increasing demand of consumers for variety. Indo-western design therefore can be very important to the success of an apparel item in the market places. People need these types of garments but very least style was available in the market.

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

Objectives:

- To collect the study material for the present study from primary and secondary sources.
- To develop 15 design sheets for indo western garments influenced with different classical Indian dance costumes.
- To evaluate proposed designs with respect of design, details and features through questionnaire.
- To construct prototypes of selected designs and assess their marketability.

Delimitation:

- The study was limited to designing of indo western garments only.
- Only self-made questionnaire was used to collect data from the samples.
- The designing was done for adolescence group only.
- Sample size was limited to 100 students of Banasthali University.

Significance:

- Study will introduce a new range of indo western garments.
- Trendy and exotic designs can open new dimension of ideas for fashion designers.
- It will be more attractive for fashionable people.
- It helps to create new design according to people choice.

- It will help to influence the Indian culture.
- Study can open more avenues of income generation.
- Study will create a new range indo-western garments influence by Indian classic dance costume.

Methodology

Phase-1

1. Preparation of questionnaire-

The questionnaire was prepared by the researcher to collect the information about the information about the preferences, acceptability and marketability of indo western garments influence by Indian classical dance costumes.

II. 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 indo western garments influence by Indian classical dance costumes, so that more acceptable products could be developed to achieve high consumer satisfaction.

III. COLLECTION OF ILLUSTRATION OF CLASSICAL DANCE COSTUME-

Various illustration of Indian classical dance costume were collected various sources. These sources were:-book, magazine, internet and TV. Book and magazine available in central library of Banasthali University were referred to find out the illustration of Indian classical dance costumes.

Phase -2

1. To develop the new design indo-western garments-

Designs of indo-western garments were developed in second phase. New designs of indo-western were created by varying size, shape and by using surface decoration.

2. Sketching of indo-western designs on paper-

Total 15 designs (3 designs for each dance) of indo-western garments were sketched on white paper.

3. Evaluation of developed design-

Developed designs was evaluated by panel comprised 100 U.G and P.G students of Banasthali institute of Design.

The design sheets were displayed to the respondents and evaluated on the basis of 3 criteria-aesthetic appeal, uniqueness and marketability of design. In addition, opinions of respondents were taken about price suitability, suitability for age group and their willingness to wear the indo-western garments.

Assessment was done on three point scale-

1. Good
2. Very good
3. Excellent

IV. ANALYSIS OF EVALUATION –

The data as analyzed statistically to know about the preferred designs of indo-western garment inspired by Indian classical dance costume and then prototypes were developed. Weighted mean score (w.m.s.) was calculated to analyses aesthetic appeal, uniqueness and marketability of design. Opinions of respondent were taken about price suitability, suitability for age group and their willingness to wear the indo-western garments were analyzed by a maximum percentage of designed indo-western.

Phase-3

1. Construction of garments with selected design

Out of 15 designs (3 designs of each dance), best preferred 5 indo-western designs were developed. According, to preference of the respondent fabric was cut as the desired shape for developing garments.

2. PRICING & COSTING-

For calculate the total cost, material cost (fabric, thread, beads, lace etc.), labor cost was depended on the hours spent to make the product 10% margin was added in the total cost of the product thus, pricing is done.

3. ASSESSMENT OF DESIGN GARMENT-

Assessment of the indo-western garment was done by the 100 respondents on the basis of criteria like aesthetic appeal, uniqueness, consumer acceptability, color combination and costing.

Excellent	3
Very good	2
Good	1

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

4. 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.

Result of preliminary survey:

The preliminary survey was done with the help of questionnaire to determine consumer attitude and acceptability towards indo-western garments and to know how much they are aware about these garments.

Assessment of consumer acceptability for design sheets:

Consumer taste, choice and habits, liking /disliking for a particular thing is a subjective characteristic. Evaluation of color design, and fabric is affected by personal preferences and physiological experience. There is a generally acceptable relationship between quality and aesthetic appeal. Visual analysis is an important component in assessment of designing garment. In addition, consumer acceptability is very necessary to give direction for mass production. Therefore, subjective analysis was used as a tool for finding the preferences of respondents and for selecting the design and also aesthetic appeal of indo-western designs.

15(3 design of per dance) new designs of indo-western garments were developed. These were assessed by the consumer on the basis of three point rating scale. Weighted mean score was calculated for each indo-western garments.

4.3. Assessment of consumer acceptability for development product:

Five garments were prepared according to the five design sheet which is selected among the 15 designs. Prepared garments were shown to the respondents for analyzing them on the basis of five criteria i.e. aesthetic appeal, color combination, uniqueness, consumer acceptability and cost view by the 3 point rating scale.

- 3 Excellent
- 2 Very good
- 1 Good



GRADING FOR AESTHETIC APPEAL OF INDO-WESTERN GARMENTS

Design no.	Weighted mean score	Rank
Prototype 1.1	2.54	5
Prototype2.2	2.75	3
Prototype3.2	2.81	2
Prototype4.3	2.63	4
Prototype5.3	2.85	1

Aesthetic appeal of the indo-western garments influenced from Indian classical dance costumes were determined. Result in table shows that prototype 1 was found most appealing and beautiful by respondents. Prototype 2 and 3 were ranked next with respect to over all look of indo-western garments, these garments were also appreciated by respondents, next preference was given to prototype 4 and 5 respectively. Rank were determined on the basis of weight mean score.

**AESTHETIC APPEAL OF INDO-WESTERN GARMENTS
GRADING FOR COLOUR COMBINATION OF INDO-WESTERN GARMENTS**

Design no.	Weighted mean score	Rank
Prototype 1.1	2.58	4
Prototype2.2	2.85	2
Prototype3.2	2.85	2
Prototype4.3	2.60	3
Prototype5.3	2.94	1

Colorcombination of the indo-western garments influenced from Indian classical dance costumes were determined. Result in table shows that prototype 1 was found most appealing and beautiful by respondents. Prototype 2 and 3 were ranked next with respect to color combination of indo-western garments, these garments were also appreciated by respondents, next preference was given to prototype 4 and 5 respectively. Rank was determined on the basis of weight mean score.

**COLOUR COMBINATION OF INDO –WESTERN GARMENTS
GRADING FOR UNIQUENESS OF INDO-WESTERN GARMENTS**

Design no.	Weighted mean score	Rank
Prototype 1.1	2.63	4
Prototype2.2	2.79	2
Prototype3.2	2.89	1
Prototype4.3	2.69	3
Prototype5.3	2.89	1

Respondents were asked to give their opinion about the design of indo- western garments influenced by Indian classical dance costume whether they find design and design details unique for indo-western garment i.e. Compatibility of indo-western garment with design.it is evident that design of the 1st indo-western garment was found most unique by the respondents. Design no. 3, 4, and 2 were also found unique for indo-western garment by respondent. These designs were looking unique and interesting to respondents.\

**UNIQUENESS OF INDO-WESTERN GARMENTS
GRADING FOR CONSUMER PERFEERENCE OF INDO-WESTERN GARMENTS**

Design no.	YES	NO
Prototype 1.1	98	2
Prototype2.2	99	1
Prototype3.2	99	1
Prototype4.3	98	2
Prototype5.3	100	0

Prototype 5.3 has maximum consumer preference while prototype 1.1 and 4.3 had lowest on the bases of yes or no.

**CONSUMER PERFEERENCE OF INDO-WESTERN GARMENTS INSPIRED FROM INDIAN CLASSICAL DANCE COSTUMES
GRADING FOR COST OF INDO-WESTERN GARMENT**

Design no.	YES	NO
Prototype 1.1	99	1
Prototype2.2	100	0
Prototype3.2	97	3
Prototype4.3	99	1
Prototype5.3	100	0

Prototype 5.3 and 2.2 has maximum cost preference while prototype 1.1 and 4.3 had lowest on the bases of yes or no.

V. CONCLUSION

In present fashion scenario, people want change in clothing, so to create variety in garments, there is need to develop new designs. It can be conducted from the study that all new type of indo-western garments designs inspired by Indian classical dance costumes were liked by respondents. Majority of the respondents like indo-western garments inspired from Indian classical dance costumes. The indo-western garments fulfill fashion need and satisfy consumers.

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