



Preferences for designing techniques and features to make innovative articles

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ABSTRACT

People in the fashion world are always looking for new things, fashion designers all over the world are in a continuous search for new varieties, new color combinations, textures, blends, styles, designs etc. Innovative designs can be developed by incorporating various designing techniques and its combination. Self-structured choice index was prepared to know the preferences for the designing techniques and features. Frills through gathers and pleats were most preferred for decorating the article. Patchwork used as a designing technique for making a new article from discarded garments scored highest.

Keywords— Designing, Innovation, Designing features

1. INTRODUCTION

Innovation refers to a new way of doing something. It may refer to incremental and emergent or radical and revolutionary changes in thinking, products, processes, or organizations. Innovation is a dynamic art form changing constantly with many variables. It is not exclusive to the high-end market but can be applied very well to mass produce, low-value textiles without any cost implications. Design needs to be innovative and find the alternative applications of the technology. So we need to be innovative on the front of product development and diversification that is led by fusion of design technology and also develop a general approach to what it is that they designed as they created computational things. Innovative designs can be developed by incorporating various designing techniques and its combination. People in the fashion world are always looking for new things, fashion designers all over the world are in a continuous search for new varieties, new color combinations, textures, blends, styles, designs etc. They are equally keen on finding more convenient and better-looking accessories. Accessories, in other words, are other elements of fashion, which enhance the look of any ensemble. They form excellent focal points if used creatively. The forecast for accessories and embellishment materials can never really start or end due to the tendency of repetition of design for year's together (Jacob and Regitha 1999). The embellishment on articles provides novelty, variety and fabulous look to the articles. As far as the creation of design is concerned it needs detailed discussion with experts as the design is the core activity for the product incubation and is a link between marketing and production needs to be taken extremely seriously. Hence an attempt has been made to know about the consumer preferences for designing teaching and features to make innovative articles.

2. METHODOLOGY

To know the preferences for designing teaching and features to make innovative articles, 50 women purposively selected. Information was collected regarding designing features and designing techniques used to make innovative articles through self-structured interview schedule.

2.1 Preferences for the designing features used in decorating the new articles

Data presented in Table 1 represented the preferences of designing features that is constructional features and embellishment materials used in decorating the articles.

Frills through gathers and pleats was most preferred for decorating the article with weighted mean score 2.86 ranked 1st followed by piping and braids (\bar{X}_w 2.52), satin ribbon (\bar{X}_w 2.43), laces (\bar{X}_w 2.17), tucks (\bar{X}_w 2.08), *sitara* and other such materials (\bar{X}_w 1.98) and beadwork (\bar{X}_w 1.73) Fig. 1.

Ritamabhara (2004) studied the development of designs for canvas embroidered household articles and revealed that the respondents preferred bed-sheet, cushion-cover, lamp-shade, tablecloth, sofa-back, telephone-mat, table-mat and pillow cover. Foliage flower, creeper, circle, abstract, stylized were the most preferred motifs. Two colored combinations were most preferred

followed by three color combination. The fabric of casement was preferred in blue, pink and white color. Lace, mirror, and beadwork were preferred most as embellishment materials. Bedsheet was given the first preference by the majority of respondents on the basis of suitability of fabric, color combination and overall impact. Sofa back was given first preference on basis of design while lamp-shade was preferred more for its embellishment.

Table 1: Preferences for designing features used in decorating the new articles (n=50)

S. No.	Use of constructional features & accessories/embellishment materials	WMS	Rank
1.	Frills(Pleats & gathers)	2.86	I
2.	Laces	2.17	IV
3.	Tucks	2.08	V
4.	Beadwork	1.73	VII
5.	Satin Ribbon	2.43	III
6.	Sitara, sequin and other embellishment material	1.98	VI
7.	Braids / piping	2.52	II

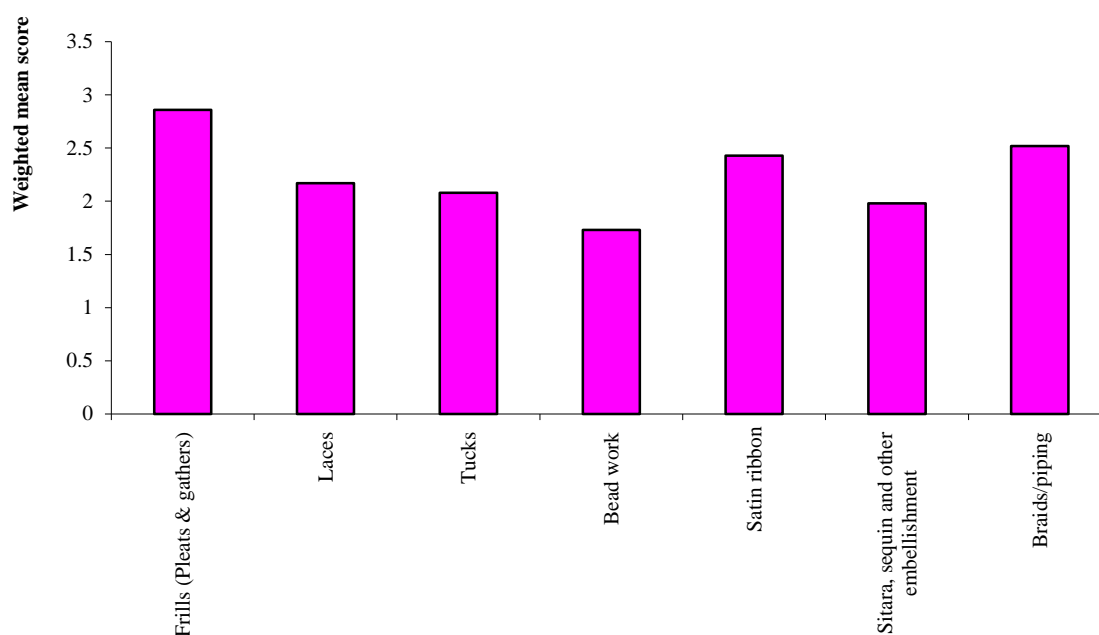


Fig. 1: Preferences for designing features used in decorating the new articles

2.2 Designing techniques used for enhancing surface enrichment of the new articles made from discarded garments

The data in Table 2 revealed that patchwork used as a designing technique for making a new article from discarded garments scored highest (\bar{X}_w 2.56) ranked Ist followed by quilting(\bar{X}_w 2.53). Combination of designing technique with weighted mean score 2.52 ranked IIIrd followed by embroidery (\bar{X}_w 2.46), fabric painting (\bar{X}_w 2.31). The least preferred designing technique was applique with weighted mean scored 2.27 (Fig 2).

Sharma and Rawat (2006) viewed that embellishment on articles provides novelty, variety and fabulous look to the articles. Surface enrichment with pipework, zardozy, patchwork, beadwork and naka tikki were appreciated by the respondents.

Dinker (2007) reported that in the article published in Rajasthan *patrika* that patchwork, applique work with block printing is in demand. To provide a creative look in *sari's pallav* – flower designing in the net pattern is widely appreciated by the users. Lace borders add beauty to the plane *saris*. Similarly, the use of crochets and light embroidery in *salwar* suits were found very much popular.

Table 2: Designing techniques used for enhancing surface enrichment of the new articles made from discarded garments (n = 50)

S. No.	Surface enrichment designing techniques	Weighted Mean Score	Rank
1.	Appliqué	2.27	VI
2.	Quilting	2.53	II
3.	Embroidery	2.46	IV
4.	Patchwork	2.56	I
5.	Fabric painting	2.31	V
6.	Combination of different techniques	2.52	III

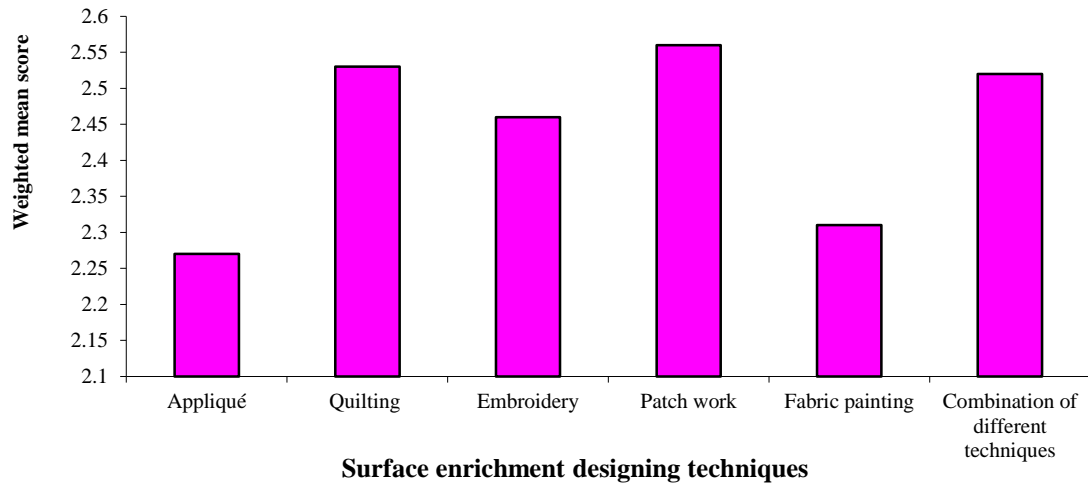


Fig. 2: Designing techniques used for enhancing surface enrichment of the new articles made from discarded garments

3. CONCLUSION

Frills through gathers and pleats were most preferred for decorating the article. Mainly patchwork used as a designing technique for making a new article from discarded garments. The least preferred designing technique was applique work.

4. REFERENCES

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