

# A CONCEPTUAL STUDY ON THE OPINION AND PREFERENCES OF WOMEN TOWARDS TRADITIONAL ATTIRE.

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**ABSTRACT :** This study is done to understand the importance of wearing traditional dress amongst women. The culture has been fading away with years going by, were as wearing traditional clothes represents our culture and identity. People wish to hold and preserve our traditions and if people stop promoting our customs than nobody will understand the importance and it will slowly become exterminated. People wearing their national dresses symbolizes accord. One cannot set aside all their traditional clothes and can become a follower of other trend. Hence this study is done to understand the interest among women to wear traditional dresses in the society.

**Keywords:** Tradition, Culture, Clothes, Customs and Promotion

## I. INTRODUCTION

Traditional attire are a symbol of our culture and a pride for our nation as all states in India have their own unique wear. With the sight of their dresses we can predict from which state they belong to. I strongly believe that traditional wear must be worn often and all of us should take pride in wearing our traditional clothes it is people heritage.

Traditional dresses have always been a desirable attire for women. They do not miss a chance to flaunt the best traditional dresses given an opportunity. But nowadays this is restricted only to occasions like festivals and marriage related functions. The western and casual wear culture has caught up with the younger generation like forest fire as the believe they have the right to express their personality by the clothes and accessories they wear.

The trend of wearing traditional dresses vary among different age groups and also to the religion they belong to. Though western outfits are highly popular because it is easy to wear and to maintain; the younger generation is attracted to wearing the western wear because they feel that it's a reflection of their personality. The other factor of the traditional wear not being popular with the younger generation is because they do not show much of a interest in religious activities and opt for modernized western ethnic wear.

## II. WOMEN ROLE IN BUYING TRADITIONAL WEAR

Women play a very important role in shopping for traditional wear as they have knowledge parted to them by their mother. They also have the knack in selecting the material and style. depending on different ethnicity, geographical area, climate and culture people of each region commonly preferred to wear their traditional dresses.

Women normally go for buying dresses for daily wear, festivals, occasions and rituals these are some of different classifications in buying and using dresses. The women in rural areas still follow traditional clothing, whereas it is slowly changing in urban areas. But women in urban are believe wearing traditional clothing is a common style by which they get respected among others. Some women usually prefer to be more dressy when they are addressing in a group so they pick up traditional attires with mirror, embroidery, painting , jute, silk work. Women always tend to reinforce traditional values. Some women who are breaking the traditional roles tend the common women who are being more religious to react negatively towards the changes which appear as a threating factor against the established values of the nation they belong to.

Today there are many life style choices are available for women to choose. The choice is varied between each women but they do keep in mind about the necessity of chosen life style. The attitudes and the family pattern is highly considered during purchase.

## III. CULTURAL CONNECTION OR RELEVANCE

The culture plays an very important role. This includes festivals and traditional marriages where in close family members always wear traditional dresses for these kind of occasions. The traditional clothes varies across different parts of the country and it is

influenced by local culture, climate. Rural and urban settings. The choice of clothing is primarily governed with the society and the culture in which one lives, the influence of society may be formal such as by customs and the fashion. Culture changes with the change in time and the social situation. Fashion draws its influences and inspiration from everywhere specially from culture. Fashion becomes more creative when people starts borrowing the different styles from different culture. Customs of dress vary not only in social context but in terms of their religious significances. Hence we see it is important to note the cultural variations towards purchasing a dress has become a universal law of mankind.

#### IV. CONTEMPORARY BEHAVIOUR

Every individual has a infinite number of ways to satisfy their clothing needs. The factors that influence the diversity of costume design include the effect of natural environment the supply of raw materials, the technical skills of the people, moral standards and religious values as well as aesthetic and political ideals. As these cultural variations disappear dress designs conjointly merge into additional universal pattern. The present time, emphasis a freedom of expression on their clothes. With help of civilization advancement we could find people dress sense is changed. They have started preferring more outgoing, comfortable and easy to carry type of costumes.

We can also see there is a shift towards western culture, the texture and color of the clothing are also affected. So the new experiment showed us a trend towards feminine colors and styles for men ones unisex garments have been introduced which can be worn by both men and women and has eliminated the excellence between the dresses of men and ladies.

#### V. PREFERENCES AND FACTORS OF PURCHASING ETHNIC APPAREL

A role of women primarily is to take care of her family's material wants like food, clothing and other appliances. Her costume as a wife or as a mother generally be a house dress which is worn in the morning. Now the same women role has changed, due to the technical advances she can even take care of her house by working outside of home. So there is also a corresponding changes in dress of women. The young homemaker wears sports slacks, shirts, blouse and sweaters showing she is ready to be a companion to her children and also ready for work outside the house. Women make sure that she identify the right need in clothing, prefers clothing to maintain social relationship, helps to signify social achievements and also provide quality valuation.

Traditional wear in India has been unpretentious for the efforts and also up-keeping it demands. Honestly, agency has the time for maintaining yards of fabrics on a daily aspect that too with the special specific laundry instructions and maintenance. But times have changed and so has fashion. Ethnic Indian clothing has witnessed sort of a revolution with new cuts, designs and prints making way into the wardrobes of the millennials. At present, the styles have seen a contemporary wave of revision with ethnic garments changing into a lot of fashionable and wearable than ever. Asymmetric hemlines, capes, creative sleeves, and revival of some old styles has made youngsters rethink ethnic Indian fashion in a completely different light.

Ethnic wear is also one of the most creative ways to stay in touch with your tradition. The wealth of patterns, hues and designs witnessed in verdant ancient Indian outfits is nonpareil. There are magnificent lehengas, wedding sarees, designer anarkalis, even contemporary styles of suit sets, beautiful cotton kurtis, silk tunics, smart ethnic pants and beautiful skirts to brush our daily looks with a pinch of glamour and heaps of elegance. What makes these up to date versions of ensembles a lot of visually appealing is that the digital prints, intricate yet subtle embroideries and sharp cuts to dies for. The sartorial elegance of these garments is determined by their wear-ability to different occasions with just a little bit tweaking of accessories and a few add-ons.

While for women the traditional designs are perfect for catering to festivals, wedding, sangeets, mehendi and other similar celebrations that call for cultural clothing, contemporary Indian clothing options are perfect for work, casual outings, a lunch with your besties and a series of similar other occasions. Simple or embellished, designer traditional Indian outfits enhance your everyday look with their subdued yet significant style that gives you a head turning look. Here, are some of the major types of traditional dresses in India that will make women look no less than a princess.

There is a huge range of gorgeous kurtas and tunics featuring beautiful foil print that adds subdued elegance and charm to your casual look. You can experiment with a wide variety of colors, designs fabrics and prints that are designed to cater to your occasion specific requirements. Designer kurtas and tunics can be paired with beautiful bottoms and gorgeous dupattas for a complete look.

One of the most elegant Indian wear, sarees are pure elegance. Starting from simple, chiffon sarees to heavily embroidered wedding sarees, traditional wear for women cover a wide range of the nine yards in a various colors, designs and prints. A huge category of ethnic wear, lehengas come in a variety of colors and designs. These are perfect to be worn by everyone from the bridesmaids to the bride. Available in innumerable decisions of fabrics and gildings, lehengas are a must for every Indian woman.

If heavy lehengas aren't their thing, simply women try on ethnic maxi skirts with foil print. They can also opt for floral silk skirts and bordered ones that will make women look charming instantly. These maxi skirts are offered in an many sort of colors and patterns, so women are free to pick pieces of your liking. Bottoms make one of the most important part of traditional Indian out-

fits. The range comprises of ethnic skirts, palazzos, shararas and dhoti pants. These bottoms are generally made of silks, velvets, satins and daily wear fabrics like cotton and viscose, hence these can be worn to a variety of occasions.

The floor touching gowns are a perfect blend of western designs infused with the traditional clothing vibe of India. While the decorations on the gown may be age old, the silhouette is inspired from western wedding gowns. This is another range where women are spoilt with decisions of materials, cuts and gorgeous detailing.

The anarkali suit is designed long, frock-style top and features a slim fitted bottom. The anarkali is a very fascinating and desirable style that is adorned by women located in Northern India, Pakistan and The Middle East. The anarkali suit varies in different lengths and embroideries including floor length anarkali styles. Many women also opt for heavier embroidered anarkali suits on wedding functions and events. Indian women wear anarkali suits on numerous alternative occasions more over like traditional festivals, casual lunch, birthday, anniversary celebrations etc. The kameez of the anarkali can be sleeveless or with sleeves ranging from cap- to wrist-length

## VI. CONCLUSION

In the changing times of this generation where women give importance to dresses which are easy to wear and maintain; they still go ahead and stack up traditional attire. The culture is hard to overlook and specially in Chennai where 60% of women are living in joint families cannot be without following certain rules laid down by our earlier generations.

So whatever and however the trend changes traditional dress will still hold space in their wardrobes. My wish is that all of us can be loyal towards both traditional and western wear but the first choice should be traditional. This attire has a aura that no other styles of dressing can match.

## VII. REFERENCE

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