

A PROJECT REPORT ON AN INNOVATIVE COLLECTION OF TABLE RUNNER USING TRADITIONAL TIE AND DYE AND PATCHWORK TECHNIQUES

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Abstract : The present project deals with creating a collection of table runners with a tie and dye fabric and patch work (with printed and plain fabric) method for a design illusion. The traditional methods of tie-dye are characterized by the use of bright, saturated primary colors and bold patterns. Mixture of color gives an elegant intense and creative look. made out of the primary and secondary color scheme. The various methods of tie and dye are: - folding the fabric, tying it with string and using rubber bands, etc. The colors used are dark red, dark blue, dark green, dark pink, golden yellow, orange etc.

The patchwork or "pieced work" is a form of needlework that involves sewing together pieces of fabric to form a design. The different sizes and shapes are made with printed and plain fabric. The larger design is usually based on repeat patterns which are joined together to form a table runner. According to the survey which was conducted among the people or housewives of age group of 25-30 years, it was shown that the most preferred design was design 1 and design 5. The consumers found that it was well designed. The few arts of using cotton materials to create ideas to make an innovative décor for which gives amazing technique and various styles. It is one of the most valuable learning processes about understanding the design is influenced by the functional and aesthetic décor. It is to create such designs to keep these aspects in mind.

I. INTRODUCTION

The stylish and trendy home furnishing collections are termed of muslin cotton fabric and of other accessories used for decorating and beautifying the home interior. It includes a wide range of dining room décor such as table mates, table napkins and much more. Materials used in home furnishing for home décor accessories the base materials used are largely the same. With basic fabrics being cotton, polyester, and silk they are future used with work like patchwork.

Household textiles frequently referred to as soft furnishing. The idea of soft was through the early 1700s when people wanted something that brought style, comfort and color into their home whilst also combining it with something practical for their house. The roots of Indian home furnishings industry lie deep in old traditions. Especially known for their: - ethnic intricate weaves, pattern themes, motifs, color schemes and workmanship. Indian home furnishings have become popular across the world. Indian produces a wide range of products.

The concept of tie and dye has been around since ancient times and for over 6000 years it has been utilized by a variety of cultures all over the world. It is most commonly believed that tie and dye originated in Asian countries including Japan (during the Nara period: 552-794AD) and in China.

Tie and dye became fashionable in the West during the 1960's and 1970's where it was associated with the hippie style and popularized by musicians in the United States who wore and used tie dye as backdrops stage décor and including household during this time ,tie and dye became brighter using rainbow colors and simpler methods of dyeing. Over time Tie Dye became popular across the world and is still considered fashionable. The earliest patchwork piecing has been located in Egyptian tombs and in early age of China about 5000 years ago. Further the early middle ages; layers of quilted fabric were used in construction of armor this kept the soldiers warm and protected.

In the 14th century, records show the patchwork fabrics have been used for bedding and clothing. The piecing together of smaller scraps of cloths is to make a larger material in patterns good enough for practical needs. The techniques have also evolved using more modern methods and more extensive selection of printed and colors to choose from. There are so many pattern one can create such as diamonds, chessboard, triangles and squares of different sizes.

II. RESEARCH METHODOLOGY

The aim of the present project focused to design to create six innovative collection of table runner using traditional tie and dye and patchwork techniques to create dining table décor. The basic material used is muslin cotton.

2.1 The Objectives:

- To design and development a unique collection of table runner with traditional concept of tie and dye and patch work.
- To introduce a concept of printed and plain cotton muslin fabric as basic material and traditional work of tie and dye to come up with a line of home furnishing.
- To construct and develop the concept of table runner.
- To conduct a consumer survey, assess and evaluate the result of the acceptance survey.

2.2 Research Terms:

Table runners are part of home furnishing where it is used has decorative and functional purpose. This project gives a concept of table runner with traditional tie and dye, printed and plain fabric which is rarely seen, it is created by patchwork

PHASE 1: Selection of designs and fabric

PHASE 2: Product development

PHASE 3: Market survey

2.2.1. PHASE 1: SELECTION OF DESIGN AND FABRIC

The purpose is to create six designs of décor which is the table runners made by muslin cotton fabric applying tie and dye techniques. In which the patch work of printed fabric is inserted with it by different designs. It is also surprisingly stronger for its weight the particular fabric is chosen.

The selection of the fabric cotton muslin fabric is to which gives an easy use of the fabric superior comfort. The fabric creates a terrific impression both to the buyers. And the main aim to dye and with printer fabric patches in virtually any shade mix match tends to make it more desirable. It looks elegant show a verity ok mixed summer colors.

According to the observation of both the fabrics must b able to create an innovation of the work on the either ends together as a combination. So cotton muslin fabric is selected tie and dye with light to bright shades of red, green, indigo blue, yellow orange are used.

2.2.2. PHASE 2: PRODUCT DEVELOPMENT

a. METHOD OF FABRIC TIE AND DYE:

- **Fabric for dyeing:** First step is to select the fabric for tie- dye. One must take the cotton muslin 100% cotton.
- **Washing the fabric:** The next step is to wash the cotton fabric in the water using a bleaching agent. If any stains or color defect formed in the fabric. So, the fabric is soaked for half day (if very less stains) or the fabric is soaked for 1 ½ day (if more stains or color variations).
- **Dye solution preparation:** - Calculated amount of dye is taken in the beaker, into which a wetting agent (turkey used oil) is used with few drops and then dissolves the dye, in known quantity of normal water. The whole dyes go into the solution completely.
- **Tie the Fabric:** One have to tie the fabric with strings or rubber bands or with wax threads. The idea behind tie – dyeing is that the dye should not spread evenly on the fabric. The area where the dye is unable to reach stays white or gets a lighter shade of the color dyed. The cotton muslin fabric

Now there are several ways to tie the fabric that will give a lot of designs. For instance, vertical pleats on fabric will give horizontal stripes. One can create the folds, make a loose stitch in a way which is required and then pull the threads from the other end and tie it which gives amazing results. One can create spiral patterns, random circles, diagonal stripes, concentric circles, hearts, rosettes, diamonds, squares, ovals, pleats and scrunches sky is the limit for imagination.

- **Procedure:** - The water bath is kept on heat temperature of 70-80 degrees before to start the process of dyeing. The liquor ratio is 1:20 taken in a vat and kept on water bath boiling. After 5min the soda ash (0.2-2%) is added to correct to the hardness of water on a slight alkaline medium is created for better affinity for cotton. The prepared dye stuff is divided into 3-4 portions. The first portion is added to the dye bath, stirred and the material is worked on it as fast as possible. After a few minutes second portion is added and liked is added and like that are added to the dye bath.

After 20 minutes sodium chloride 10% is added to the dye bath for complete exhaustion of the dye bath. Dyeing is done for another 1 hour at boiling.

Then next step is to take out the fabric carefully with the help of steel hand rod. Rinse it with running water and remove unwanted color. Then take the fabric, keep it for drying for half a day and remove or cut the thread from the fabric it should be done carefully, laid it flat on the table to dry more because of the moisture. Then later should be ironed. Then it is ready to use.

The color used percentage used for dyeing:

COLORS	PERCENTAGE
DARK RED	70%
DARK GREEN	70%
DARK BLUE	70%
GOLDEN YELLOW	50%
DARK ORANGE	50%
DARK PINK	70%

Table a.: This method is repeated for all the designs from DESIGN 1 to DESIGN 6.

b. METHOD OF PATCH WORK:

- Take the printed fabric lay on the table flat. Later draw the design needed. Take ½ inch seam allowance.
- And cut according to the shape, later take the tie and dye fabric cut it at the shape needed, the same process done for printed
- Attach the required part first. Then attach all together, as the design is formed.

I. CONSTRUCTION OF DESIGN 1:

After tie and dying process the fabric is ready to cut and sew.

The fabric chosen is cotton muslin fabric.

And take the printed fabric thereby.

Then it is taken to cut and used.

a) Construction Details:

During the construction process the basic pattern formed and then adapted and modified according to the design.

b) Step of Construction:

After cutting the patterns, attach the patch with the help and sew the straight line.

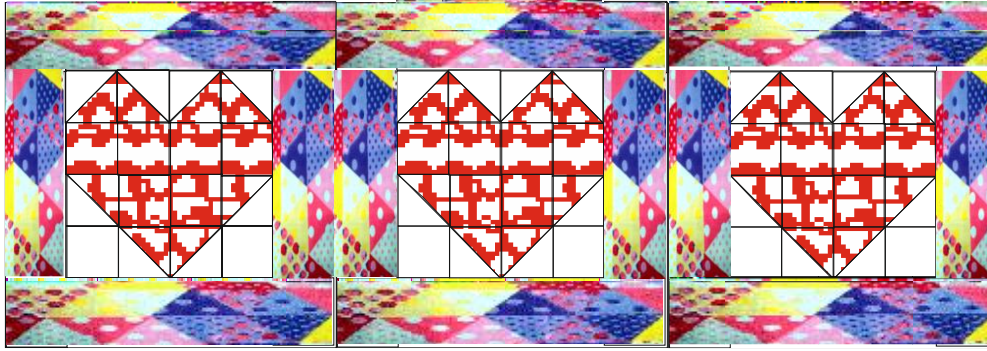
Now attach it to the varied pattern then attach altogether.

Then the pattern is made and later attached with the fabric behind.

c) SPEC SHEET: DESIGN 1

Date: 2014-2015	Style no:
Description : It is a table runner, using tie and dye and printed and plain fabric with patch work	Fabrication : Cotton muslin fabric medium weight , plain, printed and tie and dye fabric
Color : dark red, plain fabric (white) and printed fabric (multi colored)	

FRONT FLAT SKETCH



BACK FLAT SKETCH



MEASUREMENT DETAILS	STANDARD SIZE
FRONT	
Tie and dye fabric:	
Length	4 inches
Width	5 inches
Printed fabric :	
Length	4 inches
Width	24 inches
Plain fabric:	
Length	4 inches
Width	5 inches
BACK	
Plain fabric :	
Length	72 inches
Width	24 inches

d) COST SHEET:

SL. NO	MATERIAL	CONSUMPTION	COST	TOTAL COST
1	Plain fabric (48 inches)	2 ¼ meter	100*2.25	225
2.	Tie and dye fabric (48 inches)	½ meter	200*0.5	100
3.	Printed fabric (52 inches)	1 meter	200*1	200
4.	Threads: Dark red Purple White	1 spool 1 spool 1 spool	20*1	20
5.	Making charges CTM	300	300*1	300
6.	Fasteners- Tassel's	4	10*4	40
Total		=	885	

Cost = Rs. 885/-
 Profit = 30%
 i.e. Profit * Cost / 100
 = 30*885/100
 = 265

$\begin{aligned}\text{SELLING PRICE} &= \text{COST} + \text{PROFIT} \\ &= 885 + 265 \\ &= \text{Rs.1150 /-}\end{aligned}$



Table.b.I. DESIGN 1

II. CONSTRUCTION OF DESIGN 2:

After tie and dying process the fabric is ready to cut and sew.
 The fabric chosen is cotton muslin fabric.
 And take the printed fabric thereby.
 Then the printed fabric is taken and later cut and put.

a) Construction Details:

During the construction process the basic pattern formed and then adapted and modified according to the design.

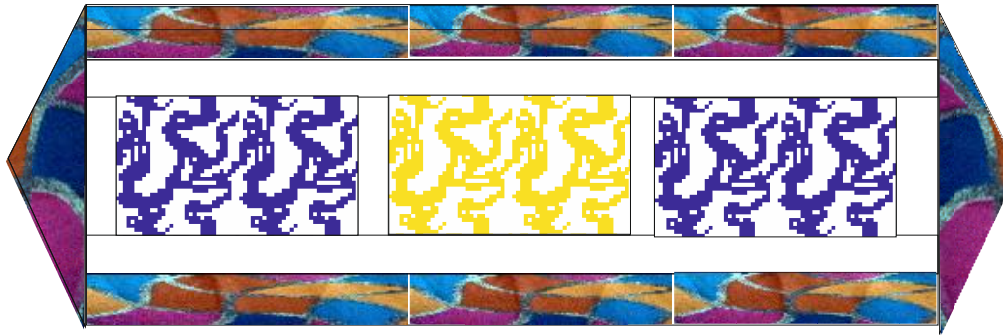
b) Step of Construction:

After cutting the patterns, attach the patch with the help and sew the straight line.
 Now attach it to the varied pattern then attach altogether.
 Then the pattern is made and later attached with the fabric behind.

c) SPEC SHEET: DESIGN 2

Date: 2014-2015	Style no:
Description : It is a table runner, using tie and dye and printed and plain fabric with patch work	Fabrication : Cotton muslin fabric medium weight , plain, printed and tie and dye fabric
Color : dark blue, bright yellow, plain fabric (white) and printed (multi colored) fabric	

FRONT FLAT SKETCH



BACK FLAT SKETCH



MEASUREMENT DETAILS	STANDARD SIZE
FRONT	
Tie and dye fabric:	
Length	12 inches
Width	22 inches
Printed fabric :	
Length	4 inches
Width	72 inches
Triangle shape:	
Length	18 inches
Width	9 inches
Plain fabric:	
Length	2 inches
Width	72 inches
BACK	
Plain fabric :	
Length	72 inches
Width	18 inches

d) COST SHEET:

Sl. NO	MATERIAL	CONSUMPTION	COST	TOTAL COST
1	Plain fabric (48 inches)	2 ¼ meter	100*2.25	225
2.	Tie and dye fabric (48 inches)	½ meter	200*0.5	100
3.	Printed fabric (48 inches)	½ meter	200*0.5	100
4.	Threads: Dark blue Yellow White	1 spool 1 spool 1 spool	20*1	20
5.	Making charges CTM	300	300*1	300
6.	Fasteners- Tassel's	2	10*2	20
Total			= 765	
Cost = Rs. 765/-				
Profit =30%				

i.e. Profit *Cost /100
 = 30 * 765/100
 = 230
 SELLING PRICE = COST + PROFIT = 765+230 = Rs.995 /-



Table.b.II. DESIGN 2

III. CONSTRUCTION OF DESIGN 3:

After tie and dying process the fabric is ready to cut and sew.
 The fabric chosen is cotton muslin fabric.
 And take the printed fabric thereby.
 Then the printed fabric is taken and later cut and put.

a) Construction Details:

During the construction process the basic pattern formed and then adapted and modified according to the design.

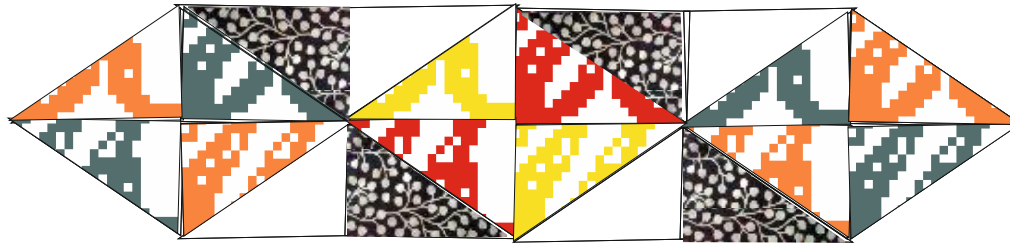
b) Step of Construction:

After cutting the patterns, attach the patch with the help and sew the straight line.
 Now attach it to the varied pattern then attach altogether.
 Then the pattern is made and later attached with the fabric behind.

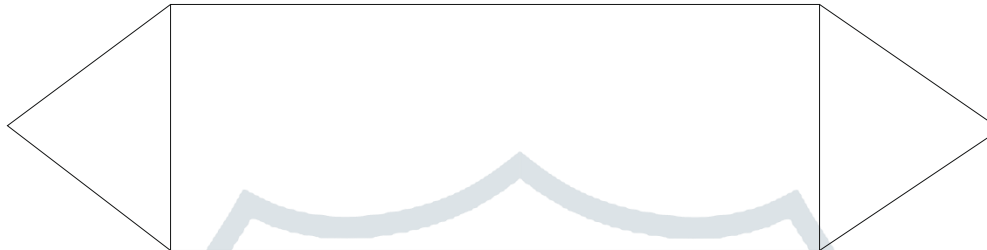
c) SPEC SHEET: DESIGN 3

Date: 2014-2015	Style no:
Description : It is a table runner, using tie and dye and printed and plain fabric with patch work	Fabrication : Cotton muslin fabric medium weight , plain, printed and tie and dye fabric
Color: dark green, orange, yellow, red, printed fabric (black and white) and plain fabric (white).	

FRONT FLAT SKETCH



BACK FLAT SKETCH



MEASUREMENT DETAILS	STANDARD SIZE
FRONT	
Tie and dye fabric:	
Length	6 inches
Width	10 inches
Printed fabric :	
Length	6 inches
Width	10 inches
Plain fabric:	
Length	6 inches
Width	10 inches
BACK	
Plain fabric :	
Length	12 inches
Width	60 inches

d) COST SHEET:

SL. NO	MATERIAL	CONSUMPTION	COST	TOTAL COST
1	Plain fabric (48 inches)	1½ meter	100*1.5	150
2.	Tie and dye fabric (48 inches)	Dyeing cost	50	50
3.	Printed fabric (48 inches)	10 inches	200*0.25	50
4.	Threads: Yellow White Orange	1 spool 1 spool 1 spool	20*1	20
5.	Making charges CTM	250	250*1	250
6.	Fasteners :- Tassels	2	10*2	20
Total			=	540

Cost = Rs. 540/-

Profit =30%

i.e. Profit * Cost /100

= 30 *540/100

= 160

SELLING PRICE = COST + PROFIT

=540+160

= Rs.700/-



Table.b.III. DESIGN 3

IV. CONSTRUCTION OF DESIGN 4:

After tie and dying process the fabric is ready to cut and sew.
 The fabric chosen is cotton muslin fabric.
 And take the printed fabric thereby.
 Then the printed fabric is taken and later cut and put.

a) Construction Details:

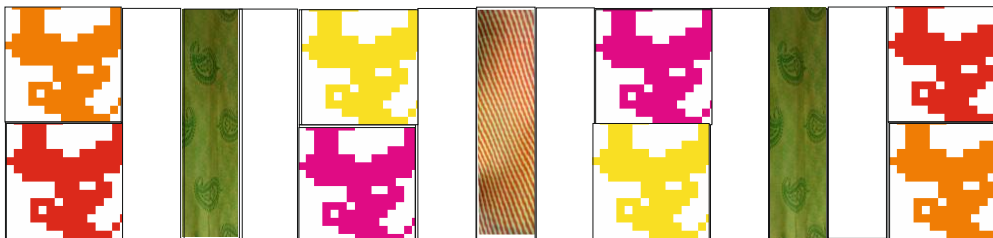
During the construction process the basic pattern formed and then adapted and modified according to the design.

b) Step of Construction:

After cutting the patterns, attach the patch with the help and sew the straight line.
 Now attach it to the varied pattern then attach altogether.
 Then the pattern is made and later attached with the fabric behind.

c) SPEC SHEET: DESIGN 4

Date: 2014-2015	Style no:
Description : It is a table runner, using tie and dye and printed and plain fabric with patch work	Fabrication : Cotton muslin fabric medium weight , plain, printed and tie and dye fabric
Color : dark red , yellow, pink , orange, printed fabric (orange and yellow, florescent green)and plain fabric (white).	

FRONT FLAT SKETCH**BACK FLAT SKETCH**

MEASUREMENT DETAILS	STANDARD SIZE
FRONT	
Tie and dye fabric: Length Width	9 inches 10 inches
Printed fabric : Length Width	18 inches 5 inches
Plain fabric: Length Width	18 inches 3 inches
BACK	
Plain fabric : Length Width	18 inches 73 inches

d) COST SHEET:

SL. NO	MATERIAL	CONSUMPTION	COST	TOTAL COST
1	Plain fabric (48 inches)	2 meter	100*2	200
2.	Tie and dye	Dyeing cost	100	100
3.	Printed fabric 1 Printed fabric 2	5 inches 5 inches	10 10	20
4.	Threads: Dark red Yellow Green White	1 spool 1 spool 1 spool 1 spool	20*1	20
5.	Making charges CTM	300	300*1	300
6.	Fasteners :- Tassel's	4	10*4	40
Total			= 680	

Cost = Rs.680/-

Profit = 30%

i.e. Profit * Cost /100

= 30*680/100

= 205

SELLING PRICE = COST + PROFIT

= 680+ 205

= Rs. 885 /-



Table.b.IV. DESIGN 4

V. CONSTRUCTION OF DESIGN 5:

After tie and dying process the fabric is ready to cut and sew.

The fabric chosen is cotton muslin fabric.

And take the printed fabric thereby.

Then the printed fabric is taken and later cut and put.

a) Construction Details:

During the construction process the basic pattern formed and then adapted and modified according to the design.

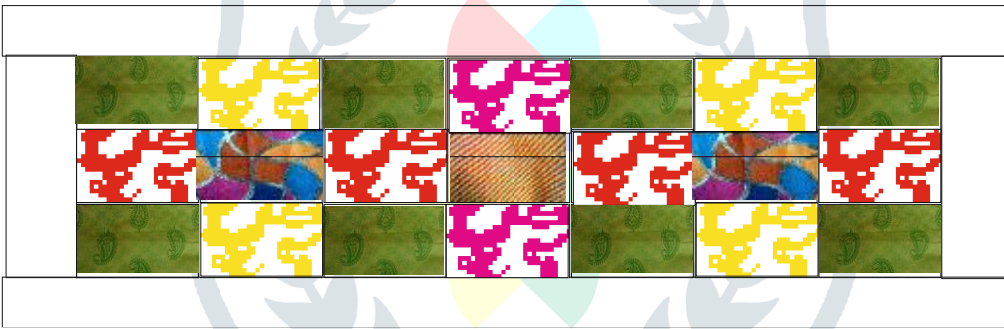

b) Step of Construction:

After cutting the patterns, attach the patch with the help and sew the straight line.

Now attach it to the varied pattern then attach altogether.

Then the pattern is made and later attached with the fabric behind.

c) SPEC SHEET: DESIGN 5

Date: 2014-2015	Style no:
Description : It is a table runner, using tie and dye and printed and plain fabric with patch work	Fabrication : Cotton muslin fabric medium weight , plain, printed and tie and dye fabric
Color : dark red , yellow, pink, printed fabric (multi colored and yellow and orange) an plain fabric (white) etc	
<p style="text-align: center;">FRONT FLAT SKETCH</p>  <p style="text-align: center;">BACK FLAT SKETCH</p> 	

MEASUREMENT DETAILS	STANDARD SIZE
FRONT	
Tie and dye fabric:	
Length	5 inches
Width	10 inches
Printed fabric :	
Length	5 inches
Width	10 inches
Plain fabric:	
Horizontal strip:	
Length	2 inches
Width	70 inches
Vertical strip:	
Length	15 inches

Width	3 inches
BACK	
Plain fabric : Length Width	19 inches 70 inches

d) COST SHEET:

Sl. NO	MATERIAL	CONSUMPTION	COST	TOTAL COST
1	Plain fabric (48inches)	2 ¼ meter	100*2.25	225
2.	Tie and dye	1 meter	200*1	200
3.	Printed fabric 1 Printed fabric 2 Printed fabric 3	½ meter ¼ 6 inches	100*0.5 100*0.25 10	50 25 10
4.	Threads: Dark red Yellow White	1 spool 1 spool 1 spool	20*1	20
5.	Making charges CTM	350	350*1	350
6.	Fasteners: Tassels	4	5*4	20
Total			= 900	
Cost = Rs. 900 /- Profit =30% i.e. Profit * Cost /100 = 30*900/100 = 270 SELLING PRICE = COST + PROFIT =900+270 = Rs.1170/-				

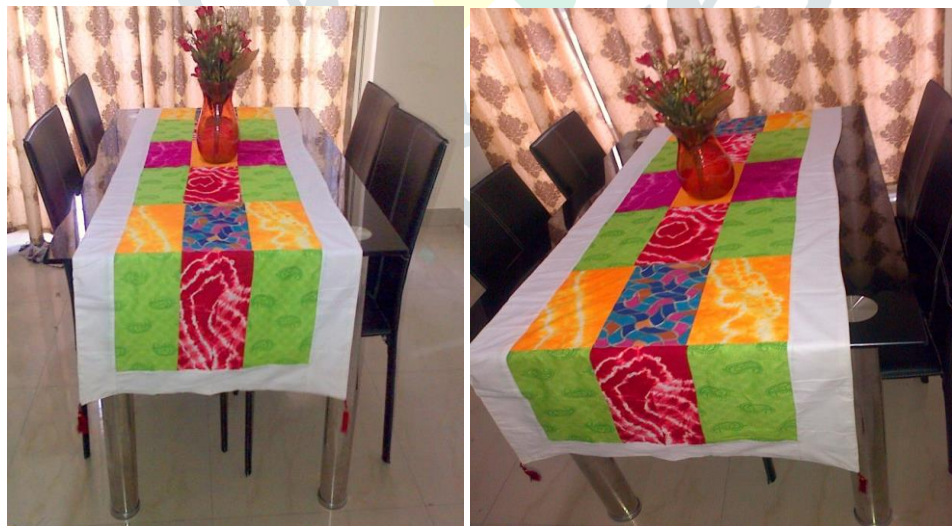


Table.b.V. DESIGN 5

VI. CONSTRUCTION OF DESIGN 6:

After tie and dying process the fabric is ready to cut and sew.
 The fabric chosen is cotton muslin fabric.
 And take the printed fabric thereby.
 Then the printed fabric is taken and later cut and put.

a) Construction Details:

During the construction process the basic pattern formed and then adapted and modified according to the design.

b) Step of Construction:

After cutting the patterns, attach the patch with the help and sew the straight line.

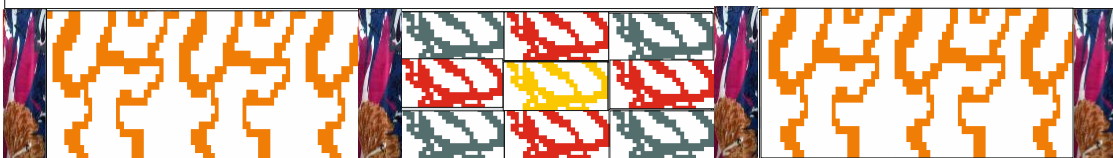
Now attach it to the varied pattern then attach altogether.

Then the pattern is made and later attached with the fabric behind.


c) SPEC SHEET: DESIGN 6

Date: 2014-2015	Style no:06
Description : It is a table runner, using tie and dye and printed and plain fabric with patch work	Fabrication : Cotton muslin fabric medium weight , plain, printed and tie and dye fabric
Color : dark red , white , purple , yellow, purple etc	

FRONT FLAT SKETCH



BACK FLAT SKETCH



MEASUREMENT DETAILS	STANDARD SIZE
FRONT	
Tie and dye fabric:	
Length	12 inches
Width	21 inches
Small squares :	
Length	4 inches
Width	7 inches
Printed fabric :	
Length	12 inches
Width	3 inches
Plain fabric:	
Length	3 inches
Width	75 inches
BACK	
Plain fabric :	
Length	18 inches
Width	75 inches

d) COST SHEET:

SL NO	MATERIAL	CONSUMPTION	COST	TOTAL COST
1	Plain fabric (42 inches)	2 meter	100*2	200
2.	Tie and dye	½ meters	200*0.5	100
3.	Printed fabric	5 inches	10	10
4.	Threads:			
	Dark pink	1 spool		
	Dark red	1 spool	20*1	20
	White	1 spool		
5.	Making charges			

	CTM	350	350*1	350
6.	Fasteners :- Tassels	4	5*4	20
Total		= 700		
Cost = Rs.700/- Profit =30% i.e. Profit*Cost /100 = 30*700/100 = 210 SELLING PRICE = COST + PROFIT =700+210 = Rs. 910 /-				

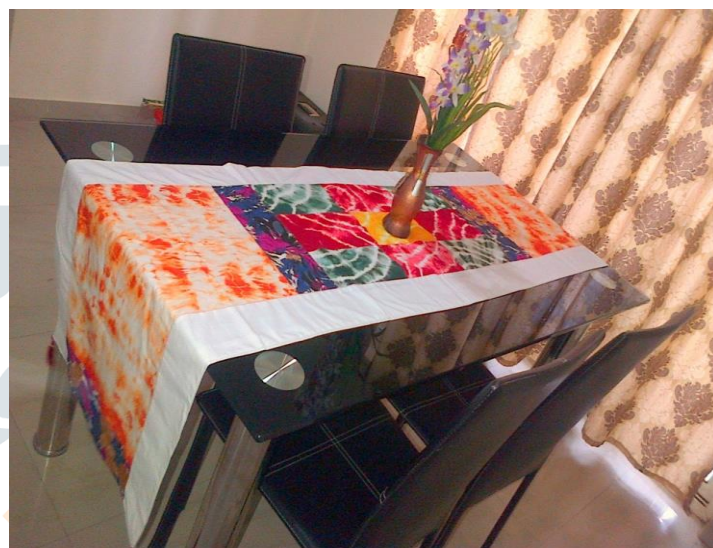


Table.b.VI. DESIGN 6

c. TESTING TOWARDS COLOUR FASTNESS TO WASHING:

The fabric in content with piece of adjacent fabric is mechanically agitated in standard soap solution before being rinsed and dried. The change in the color of the specimen for color changing to the standard fabric is assessed with standard gray scale.

I. Preparation of soap solution:

Put 0.5 gms of soap powder in 100ml of water and dissolve it.

II. Procedure:

- Fill the soap solution in the jar with necessary amount of used soap solution in a liquor ratio at 1:50
- Cut 10x4 centimetre of fabric for testing.
- Then put the sample fabric in a soap solution jar and leave it half an hour and keep it for soaking.
- And rub the fabric in between soaking time.
- Remove the fabric form the jar after half an hour.
- Leave it for drying until 5 to 10 minutes.

After drying take original dyed fabric and washed fabric and measure the color changing with the help of grey scale

c. RESULTS AND RATINGS OF THE SAMPLES:

SAMPLE	Washing Fastness. (4/5)		Crocking Fastness. (4/5)	
	Fading	Fading	Dry	Wet
Sample 1 (dark red)	4.5	4	4	5
Sample 2 (dark green)	4	5	5	4
Sample 3 (dark blue)	4	4.5	4	4.5
Sample 4 (golden yellow)	4	4	4	4.5
Sample 5 (dark orange)	4.5	4	5	5

This testing research is conducted in the testing lab on this basis the color fastness towards washing which is measured with the help of grey scale

2.2.3. PHASE 3: ACCEPTANCE STUDY

Acceptance study using questionnaires was done for 50 people. For the table runners in which of the traditional tie and dye with the combination of printed fabric of patchwork. The acceptance study was mostly for the housewife's, for middle age group of (25- 35 years), the people preferring for fashionable modern homes using such home furnishings as there décor and for mostly used at the backyard picnic.

The fabric used was cotton muslin fabric to which it was suitable for the design as it was easy to handle and very comfortable usage of fabric.

The people's choice was mostly for the DESIGN 1 and DESIGN 4 as it was very colorful and different. As they have never seen the implementation of traditional tie and dye with printed fabric. It was which the manufacturers has used only tie and dye on apparel and designing. Whereas tie and dye material was not much used in home furnishing.

The color combination was asked to the clients in which out of 10 colors. The 6 colors were selected in which primary and secondary colors used in the products. Whereas the printed fabric is mostly combination with tertiary color combination and mono chromatic colors are used.

III. RESULTS AND DISCUSSION

3.1 QUESTIONNAIRE 1

This chapter deals with the result of the acceptance study based on the market survey conducted. Following are the questions with the table and graphs.

- a. Have you come across tie and dye art of fabric embellishment, do you appreciate the traditional art work?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Yes	30	75%
No	20	25%

The people have never expected traditional art of tie and dye on home furnishing but it was rarely used.

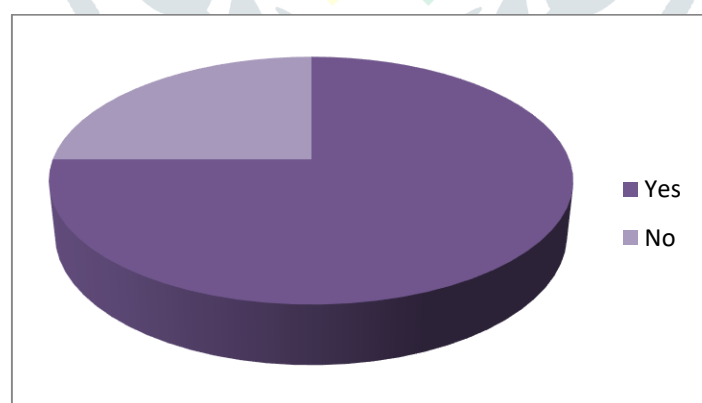


Table.3.1.a. Tie and Dye Art of Fabric Embellishment Analysis

- b. Have you come across printed fabrics and a combination of tie and dye fabrics for home furnishings?

OPTIONS	RESULTS	
	Printed fabric	Combination of tie and dye with Printed fabric
Yes	95%	80%
No	5%	20%

The combination of tie and dye fabric with printed fabric was a near source to which the design of the table runners was different. During the survey it was found that there is sector of consumer who has seen only printed on home furnishing. Not with traditional work.

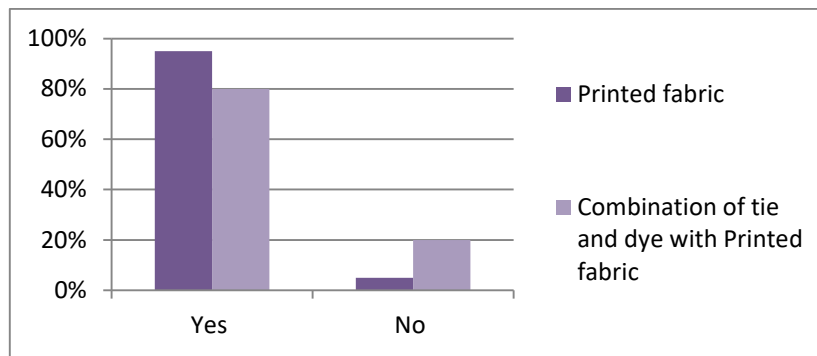


Table. 3.1.b.Chart

c. Do you like the colour combination of the products?

OPTIONS	RESULTS	
	NUMBER	PERCENTAGE%
EXCELLENT	25	50%
VERY GOOD	15	30%
GOOD	10	20%

The different color fabrics used in the products where given good ratings, has the different combination printed, tie and dye and plain fabric created a good harmony and the products had a unique look.

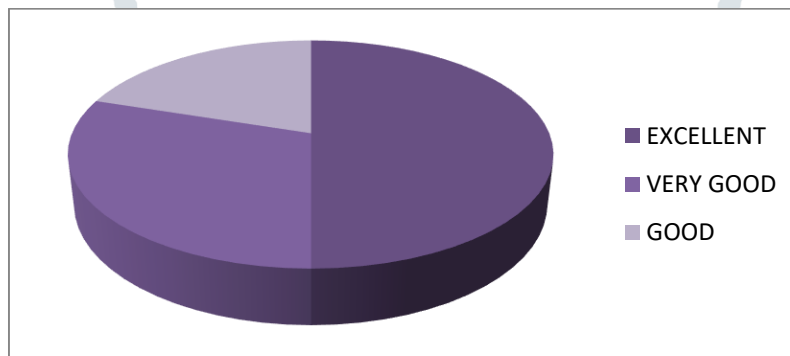


Table.3.1.c. Color Combination of the Products Analysis

d. Do you prefer patchwork in home furnishing?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
YES	40	90%
NO	10	10%

Mostly the patchwork is done on home furnishing decors such as cution covers, bedspreads, table mates, etc. so with traditional art work and printed was a different work implied on the table runners. But mostly patchwork is done only of printed fabric.

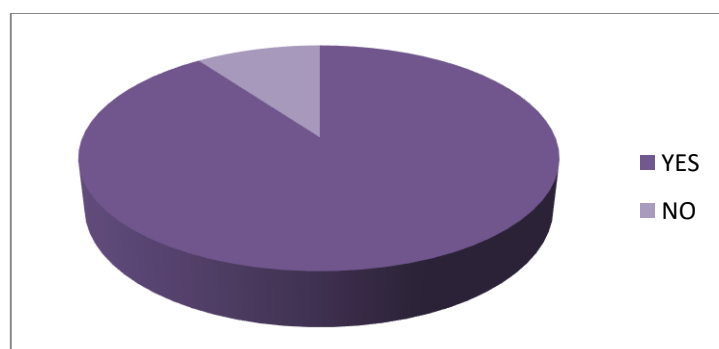


Table. 3.1.d. Patchwork in Home Furnishing Analysis

e. How much would you like to spend on your home furnishing materials?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Below Rs. 700	15	30%
Rs. 700-800	10	20%
Rs.800-900	10	20%
Rs.900-2000	15	30%

People spend more on home furnishing as it makes the home beautiful and decorative, more people are found to spend 700 - 800 Rs. Home furnishing materials, include bedspreads, table mates, cautions etc.

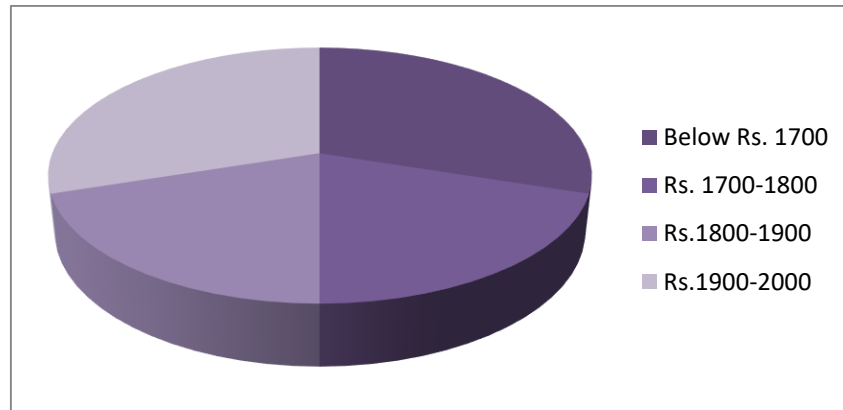


Table. 3.1.e. Spending Home Furnishing Materials Analysis

f. Which product out of Six designs would you prefer?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Design 1	10	20%
Design 2	10	20%
Design 3	5	10%
Design 4	10	20%
Design 5	5	10%
Design 6	10	20%

All the designs were given good ratings by the people, the design most liked was Design 1 and Design 4, as it had a better look and good color combination.

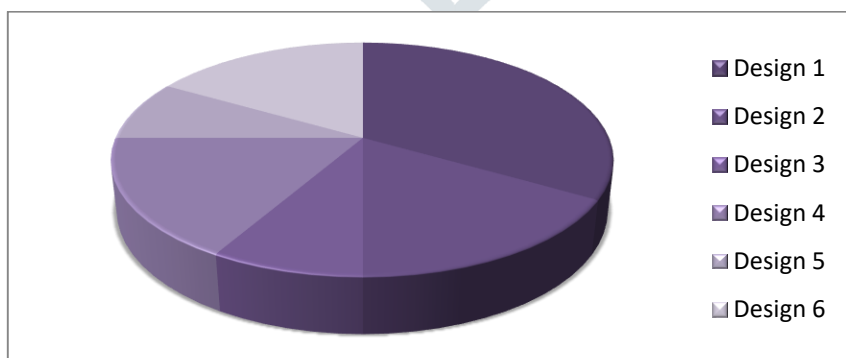


Table. 3.1.f. Six Designs Analysis

3.2. QUESTIONNAIRE 2

a. Do you prefer table runners at your home Décor?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
YES	40	70%
NO	10	30%

People prefer table runners as for purpose to use like functions.

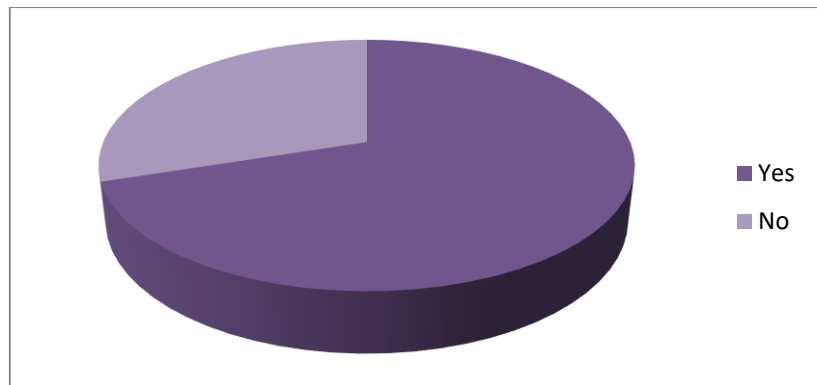


Table.3.2.a. Table Runners for Home Décor Analysis

b. Do you feel these designs are acceptable by customers?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Yes	40	80%
No	10	20%

Many of the people had preferred this design at home as it was different and innovative and it was having traditional art work on it.

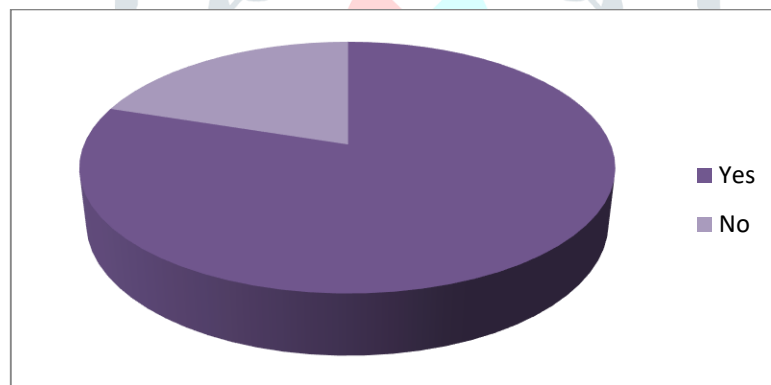


Table.3.2.b. Designs Acceptance by Customers Analysis

c. Are these designs available in the market?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Yes	20	20%
No	30	80%

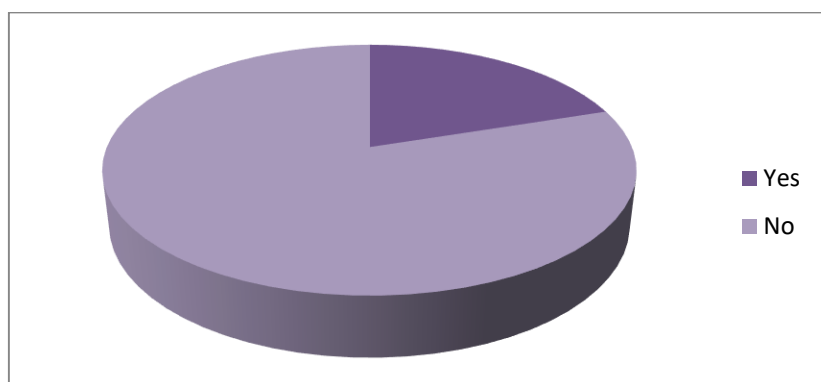


Table.3.2.c. Availability in Market Analysis

d. Which of the six product do you think is the best design combination?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Design 1	10	20%
Design 2	10	20%
Design 3	5	10%
Design 4	10	20%
Design 5	10	20%
Design 6	5	10%

The designs have combination of geometrical shapes attached into patches to which form big shapes. The people feel attracted to see such intricate work done on decors.

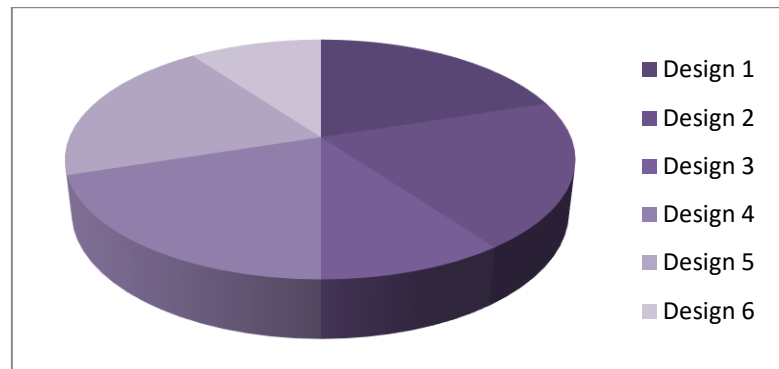


Table.3.2.d. Six Product Design Combination Analysis

e. What is the frequently used of the below mentioned of home furnishing decors?

OPTIONS	RESULTS	
	YES	NO
BEDSPREADS AND PILLOW COVERS	30%	20%
DIWAAN	10%	20%
TABLE MATES	20%	10%
TABLE RUNNER	20%	10%
CURTAIN	10%	20%
CUSHION SET COVER	10%	20%

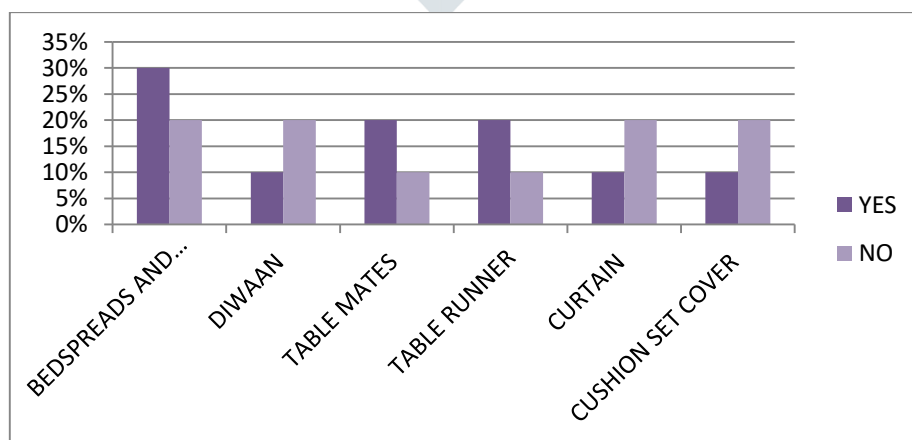


Table.3.2.e.Frequently Used Home Furnishing Decor Analysis

3.3. QUESTIONNAIRE 3

- a. Do you appreciate selection of patchwork in table runner?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Yes	30	60%
No	20	40%

People have never seen such techniques of patch work on table runners. It is implied at cushion covers, to give more detailing on the décor.

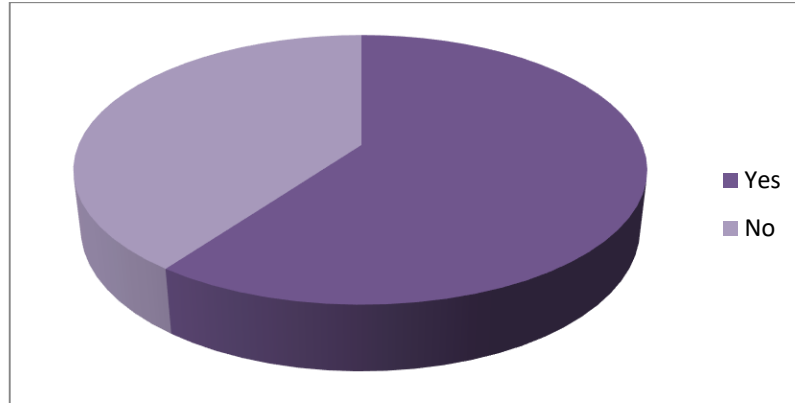


Table.3.3.a.Selection of Patchwork Table Runner Analysis

- b. How would you like to spend on these home furnishing materials?

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Below Rs. 700	17	34%
Rs. 700-800	10	20%
Rs.800-900	10	20%
Rs.900-2000	13	26%

The moderate class people would prefer to spend Rs. 700 – 800 as it is table runners of such innovation on the table to emphasis the work done on it.

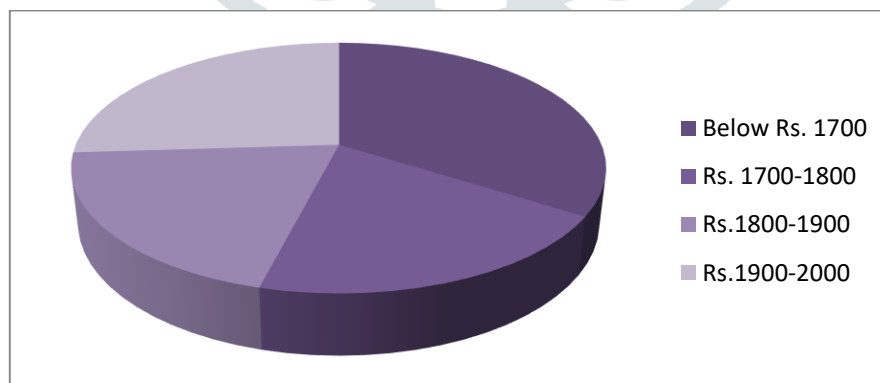


Table.3.3.b. Spend on Home Furnishing Materials Analysis

- c. How would you rate these table runners?

DESIGN 1:-

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Excellent	15	30%
Very Good	20	40%
Good	10	20%
Can do Better	2.5	5%
Satisfactory	2.5	5%

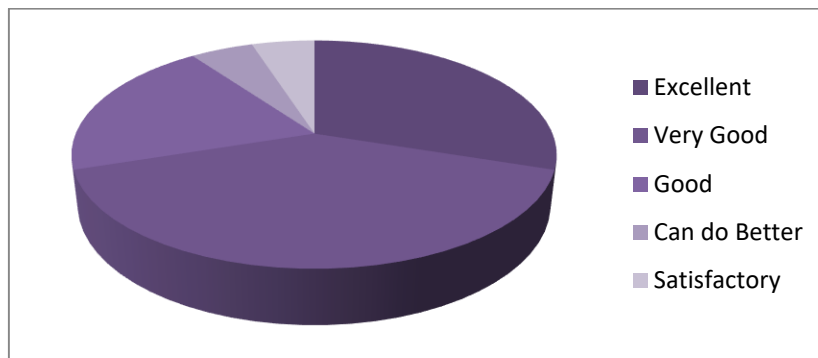


Table.3.2.c.Design 1

DESIGN 2:-

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Excellent	22	44%
Very Good	13	26%
Good	10	20%
Can do Better	5	10%
Satisfactory	5	10%

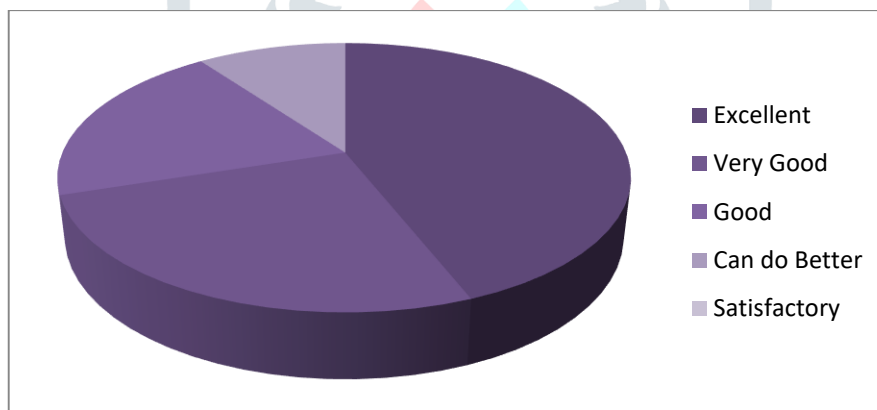


Table.3.2.c.Design 2

DESIGN 3:-

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Excellent	13	26%
Very Good	10	20%
Good	22	44%
Can do Better	5	10%
Satisfactory	0	0%

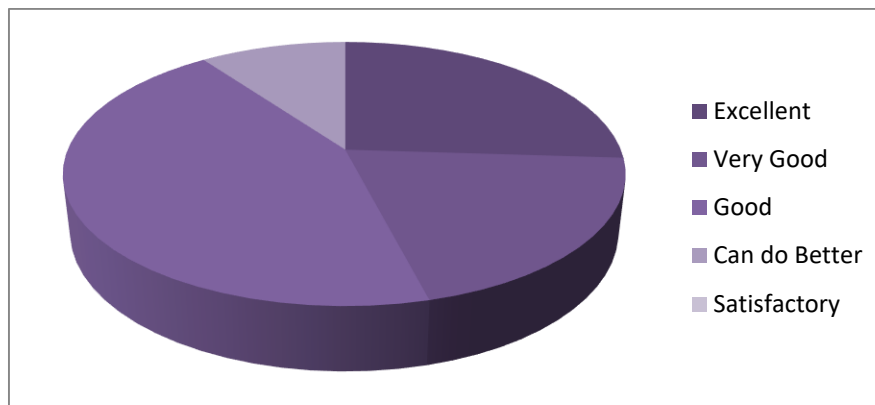


Table.3.2.c.Design 3

DESIGN 4:-

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Excellent	5	10%
Very Good	10	20%
Good	20	40%
Can do Better	10	20%
Satisfactory	5	10%

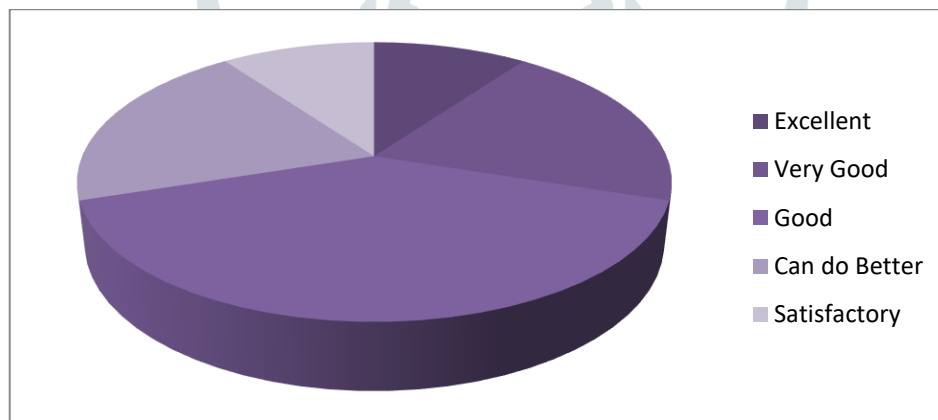


Table.3.2.c.Design 4

DESIGN 5:-

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Excellent	5	10%
Very Good	25	50%
Good	10	20%
Can do Better	5	10%
Satisfactory	5	10%

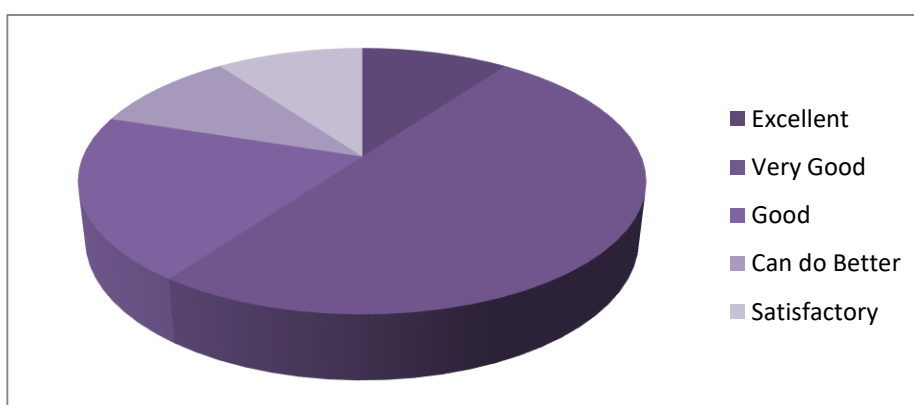


Table.3.2.c.Design 5

DESIGN 6:-

OPTIONS	RESULTS	
	NUMBERS	PERCENTAGE%
Excellent	5	10%
Very Good	25	50%
Good	5	10%
Can do Better	5	10%
Satisfactory	5	10%

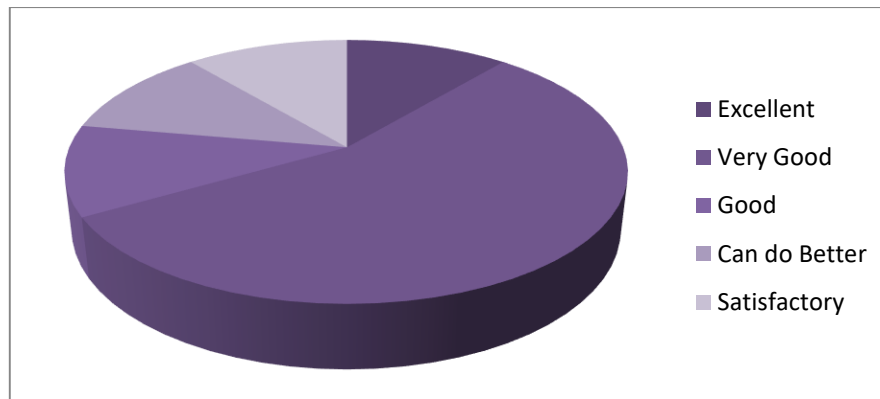


Table.3.2.c.Design 6

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