

# A STUDY ON DURABLE MATERNITY WEAR FASHION

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## ABSTRACT

The purpose of this study to design maternity clothes in relation to the body image of the pregnant women. They are chosen during the second trimester of pregnancy because the maternity leave is needed to accommodate the changes in the body. From the monthly analysis of the body measurements of pregnant weight, chest circumference, bust girdle, waist and hip girdle were found after pregnancy. These maternity clothes are designed to be used from the beginning of pregnancy to the time of delivery and are suitable for use with elastics and sib materials to adapt to physical changes.

**Keywords: Durable, Maternity wear, Fashion, pregnant, Body.**

## INTRODUCTION

As your baby bump grows, you may find yourself unable to fit into all your normal clothes. But there's no need to buy a whole new wardrobe of maternity wear. These tips will help you look and feel good without blowing your budget.

Most women can wear their normal clothes for most of the first trimester (3 months).

But you might need to consider a larger bra or looser fitting clothes for comfort during this time.

When you are around 4 or 5 months pregnant, you may have to start wearing larger clothes. Most women switch to maternity wear when they are about 6 months pregnant.

Many large stores in Australia carry a maternity range. There are also plenty of specialist maternity shops. Shopping online or hiring clothes for a special occasion can help you save money.

You deserve to look and feel good throughout your pregnancy. It's not always easy though, especially when both your clothes and your finances are getting tight. Our advice will help you to look your best, without breaking the bank. You may be tempted to try to survive pregnancy with the bare minimum of maternity clothing, especially if you don't plan on getting pregnant again. But your pregnancy could span a couple of seasons of weather and it can get pretty boring wearing the same clothes day after day. Remember that you'll probably still need to wear maternity clothes for a while after the birth, too. With that in mind, investing in a few simple mix-and-match items is key. Your ideal maternity wardrobe should include: Maternity trousers or a smart skirt for work and special occasions Two pairs of maternity jeans or leggings. Two or three dresses. Even if you usually stay away from dresses, you'll find them useful when a bump band gets too uncomfortable. You can always wear them with tights if you don't like having your legs on show. Two or three maternity tops. A cardigan or jacket that closes comfortably over your bump. Once you've got a selection of maternity wear, you can fill out your wardrobe with colorful, cheap T-shirts and vest tops from your favorite high street shops. Just buy a size or two bigger than usual.

You might have trouble fitting into your normal clothes at this point. But, you don't have to spend a lot of money on maternity clothes – look through your wardrobe for loose fitting tops, or borrow from your partner or friends. You can buy an 'expander' that makes your normal pants and skirts larger so you can keep wearing them through your pregnancy.

You don't have to wear a special bra while you're pregnant, though underwire bras are not recommended during pregnancy. Many women find a maternity bra more comfortable. Bras designed for pregnancy can also be used while you're breastfeeding. It's a good idea to have a maternity bra professionally fitted, if you haven't done so already.

If you haven't yet had your second trimester ultrasound (fetal anomaly or morphology scan), then now is the time to have it. You should also talk to your doctor or midwife about any other tests you need during your pregnancy.

## OBJECTIVE

- To design the durable maternity wears.
- To make pattern in approved designs.
- To construct the durable maternity wears.
- To make people aware of the traditional and also modern maternity wears.
- To give fashionable look to the wearer.
- To ensure comfortable feel to the wearer
- To decrease the amount spent on women's maternity wears
- To collect information through the survey method from fifty B. Sc and M. Sc students

## METHODOLOGY

Selection of topic ➤ Selection of fabric ➤ Selection of Colour ➤ Design presentation ➤ Design approval  
➤ Fabric purchase ➤ Pattern making ➤ Cutting ➤ Embelishing ➤ Sewing ➤ Trimming ➤ Ironing ➤ Final garment presentation.

Fabrics : cotton and knitted

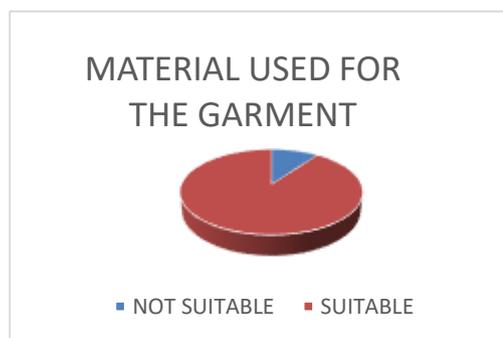
## TABLE SHOWING IS THE DESIGN ATTRACTIVE

Sl. No:	IS THE DESIGN ATTRACTIVE	PERCENTAGE
1	YES	97
2	NO	3
	<b>TOTAL</b>	100



**TABLE SHOWING THE MATERIAL IS SUITABLE FOR THIS GARMENT**

Sl No:	IS THE MATERIAL USED IS SUITABLE FOR THE GARMENT	PERCENTAGE
1	NOT SUITABLE	0
2	VERY SUITABLE	100
3	OK	0
	<b>TOTAL</b>	<b>100</b>

**TABLE SHOWING THE SATISFACTION ABOUT THE GARMENT**

Sl. No:	IS THE GARMENT IS SATISFIED	PERCENTAGE
1	SATISFIED	97
2	NOT SATISFIED	3
	<b>TOTAL</b>	<b>100</b>

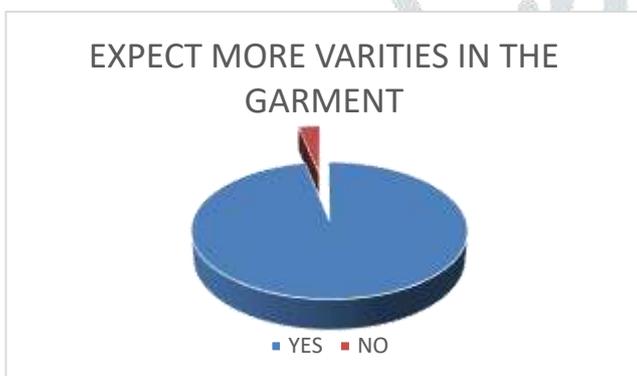
**TABLE SHOWING THE GARMENT WORK GIVEN ON THE GARMENT IS SUITABLE AND ENLIGHTENING**

Sl. No:	ARE YOU SATISFIED WITH THE WORK PROVIDED BY THIS MATERNITY WEAR	PERCENTAGE
1	SUITABLE AND ENLIGHTENING	95
2	NOT SUITABLE	5
	<b>TOTAL</b>	<b>100</b>



TABLE SHOWING EXPECT MORE VARIETIES IN THE GAREMNT

Sl. No:	DO YOU EXPECT MORE VARIETIES IN THE GARMENT	PERCENTAGE
1	YES	2
2	NO	98
	<b>TOTAL</b>	100



## SUMMARY AND CONCLUSION

Pregnancy, a joyful journey for every would-be-moon needs to be comfortable and safe. Clothing also provides protection from ultraviolet radiation. The entire body starts to change during pregnancy. With the development of the consciousness in fashion, women are now more concerned about their clothes specially, during the period of pregnancy. During the pregnancy period a huge psychological changes are observed when normal clothes are uncomfortable. As women always choose to wear healthy and comfortable wear but not so expensive clothes at different stages of pregnancy, it is better to have maternal clothes. Fashion designers have tried to develop the existing clothing styles by introducing the newer designs. Although the pregnancy size is not same at every stages of pregnancy so choosing a better cloths is very important. The investigator has developed after taking survey of four garments from BSc and MSc students. Many have agreed to suggest the investigator designs to their friends. Majority accepted that the garments wear their market potential.

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