

DEVELOPMENT OF DESIGNER GARMENTS WITH TRADITIONAL SAREES OF TAMIL NADU AND KERALA

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ABSTRACT

A sari is a ladies' piece of clothing from the Indian subcontinent that comprises of an unstitched wrap fluctuating from 4.5 to 9 meters long and 600 to 1,200 millimetres and is draped in different styles in different parts of the country. A designer garment is about the people's taste and wear garments that you feel great in. A designer garment is made to an exclusive expectation utilizing the best quality materials. Four designer garments from 4 different traditional sarees of Tamil Nadu and Kerala were created. This project is aimed to study and create awareness about the traditional sarees of Tamil Nadu and Kerala. Chettinad cotton saree, Rasipuram saree, Kovai kora cotton saree and Kerala Kasavu saree were crafted into garments. A survey was conducted through Instagram, among people in the age group 16-25 to know about their preferences on the designed costumes. The survey turned about to be positive with mostly favourable outcomes. Thus, the project's aim of making younger generation aware of traditional sarees and make them use it was achieved.

Keywords: South Indian traditional sarees, designer garments, handloom.

INTRODUCTION

India is a land brimming with flawless materials, lovely weaving styles and shocking customary embellishments. The upgrade of magnificence of textures through different cycles like weaving, colouring and printing, embellishing and weaving is of extensive significance in Indian ensemble textures, particularly in a sari. Apparel in India relies upon the distinctive identity, topography, environment and social customs of individuals of every locale of India ^[4]. Each district has a remarkable kind of craftsmanship and some of the time may even have numerous handiworks for which it is known. Saree is considered as a social image of India. This is particularly the situation with material rich south Indian states, where pretty much every town is known for its novel and eye-getting weaves and plans.

South Indian sarees have crossed these humongous degrees of notoriety and veneration from not simply the way that Southern India has the greatest saree buyers. The key explanation is the way that these sarees and weaves – regardless of consistently expanded development and innovative mediation – have figured out how to hold their trademark characteristics, enchant – and uniqueness. Handloom sarees like the

Ilkal saree or Rasipuram cotton might not have gotten the widespread popularity of other standard sarees however they surely merit all the notoriety they can get.

Wearing designer clothing is tied in with making a style proclamation. Culture and conventional dress have consistently been a mind blowing part and wellspring of motivation for the design business ^[1]. An outfit for women should satisfy every one of the necessities in the dress, such as ethnicity, custom and modesty ^[3]. So, designer clothes were crafted with traditional handloom sarees of Kerala and Tamil Nadu.

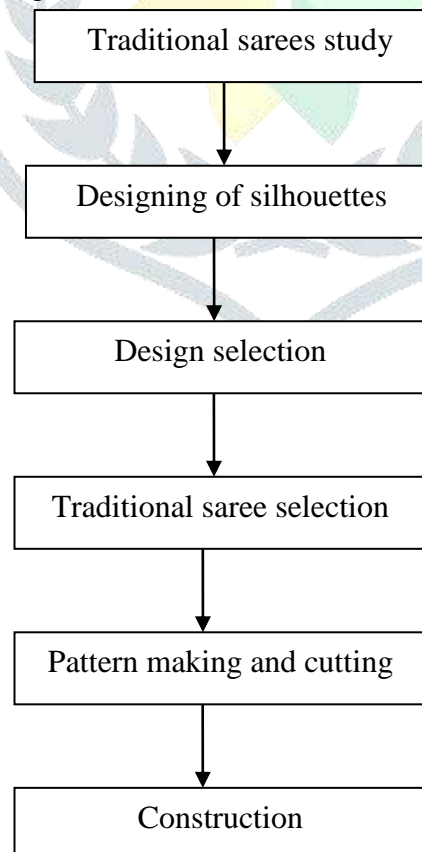
Then, a survey was conducted through Instagram, with targeted group of audience as people between the age group 16-25. The survey was conducted to know about their preference about the designer garments constructed from traditional sarees of Tamil Nadu and Kerala.

OBJECTIVES

- To study about the traditional sarees of South India.
- To create awareness about traditional sarees among the younger generation.
- To generate employment opportunities for people in handloom industry.
- To design and make western garments from selected traditional sarees.
- To study about the preference of people in the age group 16-25 on the designed garments.

METHODOLOGY

Development of designer garments from traditional sarees includes the following process.



After these processes, a survey was conducted. An online survey was conducted through Instagram. This survey was conducted in Instagram so we could reach a wide group of audience in a shorter time. As the targeted group of people were between the age group of 16-25, social media would be better platform to conduct the survey. Respondents were asked about their preference on the garments made out of traditional sarees. The survey contained the image of the designer garment designed from traditional sarees of Tamil Nadu and Kerala. The respondents were asked to like or dislike the designer wear.

RESULTS AND DISCUSSIONS

Four garments were stitched from traditional sarees of Tamil Nadu and Kerala. Those garments were a high waist kurti with side slit from Chettinad cotton saree, a cape gown from Kasavu saree of Kerala, a jumpsuit from Kovai Cora cotton saree, a palazzo with crop top from Rasipuram cotton saree.

The survey results turned about to be positive and had mostly favourable outcomes. Conducting the survey through online mode in Instagram had the response as expected. Within a limited period of time, the targeted group of audience was reached. The survey questionnaire was about the preference of garments made of traditional sarees of Tamil Nadu and Kerala.

The outcomes of the survey were mostly constructive. Younger generation showed interest in these types of fusion garments. The targeted respondents were able to gain knowledge about the traditional handloom sarees. Many respondents showed interest in buying of these designer wear created from traditional sarees of South India.

Survey was conducted online through Instagram with a sample size of 300.

GARMENT1-KURTI WITH HIGH WAIST SIDE SLIT SAREE TYPE- CHETTINAD COTTON SAREE

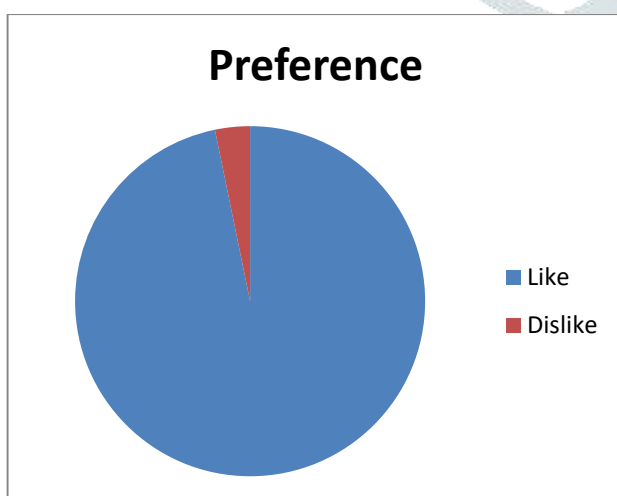


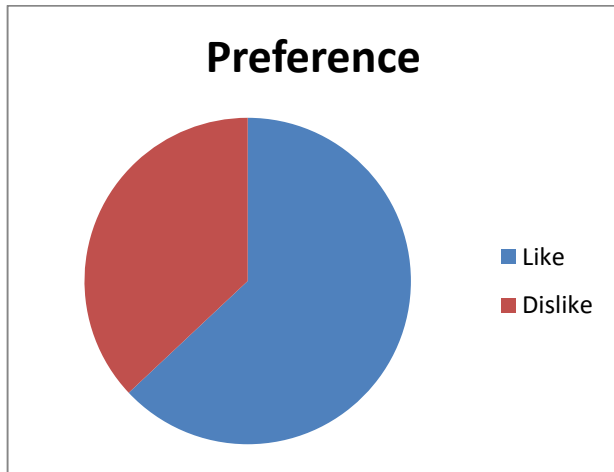
Figure 1 Pie chart of preference of garment 1

Preference	In numbers	In percentage
Likes	288	96%
Dislikes	12	4%

Table 1 Preference of garment 1

GARMENT 2: CAPE GOWN

SAREE TYPE: KERALA KASAVU SAREE



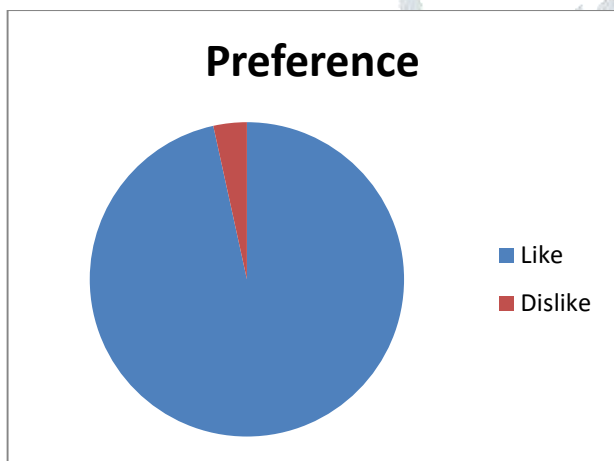
Preference	In numbers	In percentage
Likes	189	63%
Dislikes	111	37%

Figure 2 Pie chart of preference of garment 2

Table 2 Preference of garment 2

GARMENT 3: JUMPSUIT

SAREE TYPE-KOVAI KORA COTTON SAREE



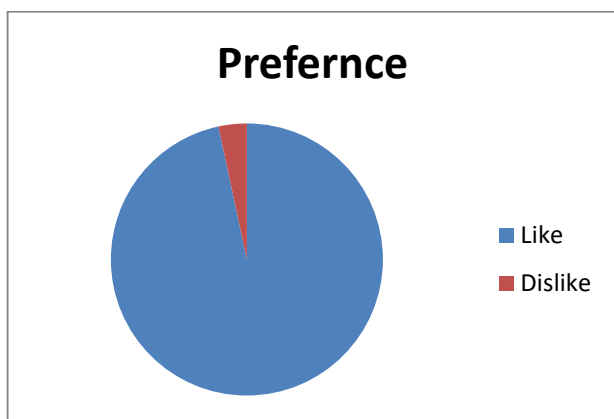
Preference	In numbers	In percentage
Likes	270	90%
Dislikes	30	10%

Figure 3 Pie chart of preference of garment 3

Table 3 Preference of garment 3

GARMENT 4: PALAZZO WITH CROP TOP

SAREE TYPE: RASIPURAM COTTON SAREE



Preference	In numbers	In percentage
Likes	276	92%
Dislikes	24	8%

Figure 4 Pie chart of preference of garment 4

Table 4 Preference of garment 4

CONCLUSION

A detailed study about the traditional sarees of South India was done. This study helped in gaining knowledge about handloom sarees, which are produced in our own land. Rather than buying it as a saree, buying it as a garment adds more value to it and also attracts the consumers in buying it. So that we could keep up with trend and also follow the heritage of traditional handloom sarees of our country. By buying these handloom sarees, the handloom industry will also gain more promotion and will gain more popularity around the world. This will also create more employment opportunities among the handloom community and people who designs and crafts such designer garments.

The outcomes of the survey were mostly favourable. Younger generation showed interest in these types of fusion garments. The targeted respondents were able to gain knowledge about the traditional handloom sarees. Many respondents showed interest in buying of these designer wear created from traditional sarees. People now will have the thought of saving our heritage of weaving and make the world know about it.

There are many other beautiful sarees in India which we may not know. Further research can be done on all regional sarees of India. With those stunning sarees many other designer clothes such as gowns, A-line dresses, different types of pants, blouses, scarf's, lehengas, choli's, skirts, kids wear, etc can be skilfully crafted.

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