



DESIGN AND DEVELOPMENT OF WOMEN WESTERN STREET STYLE OUTFITS USING UDUPI SAREES

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Abstract:

Handloom Industry in India started approximately around 8th century during Chalukya dynasty period. From past 4 decades there was tremendous decline in traditional handloom weaving process and number of people involved production was reduced. Case study was conducted at Talipady society of kinnigoli Udupi district. The study was mainly on the weavers their lifestyle, raw materials used in the preparation of dyes and weaving and production of Udupi Sarees. 3D garments were designed using CLO 3D software. Sarees are woven in different counts such as 40s count, 60s count and 80s count. Cotton raw material is purchased from localities after purchasing these cotton yarns will go for different procedures of dyeing, after treatments process. Natural dyeing was started in Kadike trust to give sustainable touch to these traditional fabrics. The main aspect of the project is to develop a western street style outfit collection using Udupi sarees mainly targeting youths by providing them the trendy collection of outfits by using sustainable and eco-friendly fabrics. The garments is completely eco-friendly and sustainable with street style forecasted designs

Index Terms –

Cultural heritage, Handloom, Power-looms, Udupi sarees, Eco-friendly

Introduction:

Handloom Industry in India started approximately around 8th century during Chalukya dynasty period. From past 4 decades there was tremendous decline in traditional handloom weaving process and number of people involved production was reduced. To improve the condition of the weaver and to promote handloom products Govt India declared 7 August as national handloom day. Udupi Sarees are one among the extinguishing traditional textiles. Udupi and Dakshina Kannada districts together named as Tulu Nadu was famous for production of richest varieties of cotton Sarees for local market and for exporting. Pit loom was used till 19th century. Weaving was done on Malabar or Frame loom having many varieties like solid border, cut border with checks or bootis on the body and contrast bright coloured pallu with designs. Udupi sarees were woven by using single ply combed cotton yarns of count 120s, 100s, 80s, 60s and 40s. Loom sizing was usually followed for udupi saree weaving so as to improve the stiffness of warp yarns. Till 1980's around 5,000 families were engaged in weaving process. Today only count full number i.e. 52 people of which majority of them are above 65 age are working on this weaving process. There are 8 cooperative societies named as udupi cooperative society used to support the activities in region. The community involved in this weaving process are called Shettigars and sarees woven are called udupi sarees. Pit loom was used till 19th century. Fashion industry and designers of today needs to design something new contemporary out fits as per the current requirement of the society by introspecting and using our beautiful heritage textiles.

Methodology:

Objective:

To conduct a case study on the process of making Udupi sarees and ideate, explore on different concepts and develop 3D garments.

A. Case Study:

Case study was conducted at Talipady society of kinnigoli Udupi district. The study was mainly ~~an~~ on the weavers their lifestyle, raw materials used in the preparation of dyes and weaving and production of Udupi Sarees. The figure 1.1, 1.2 and 1.3 explains the process of dyeing and weaving.



Figure No 1.1 Natural dye stuff, Dyeing materials and Dyeing process



Figure No 1.2 Dyeing and Drying process

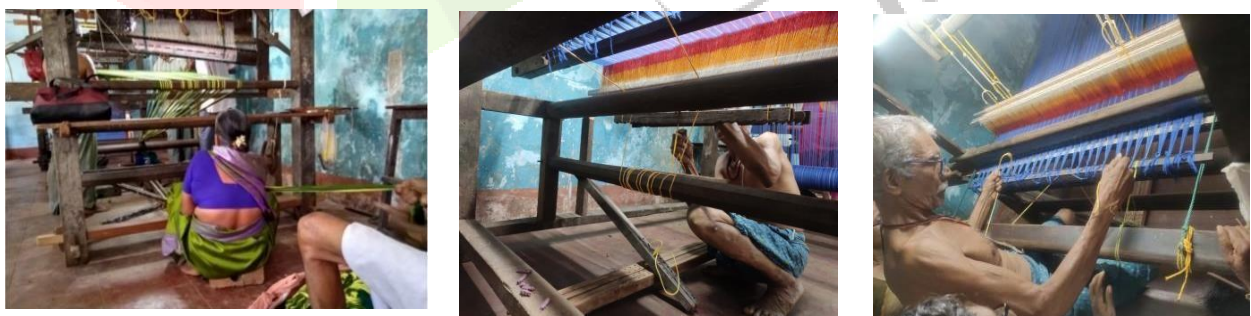


Figure No 1.3 Loom preparation and weaving process

B. Conceptual Designs:

3D garments were designed using CLO 3D software. Key shot was the software used for rendering the garments. The designs are shown in figure 1.4 to 1.8. The concept- 1 was designed with tunic top with ruffle in the neck band and the raglan sleeves which emphasize on the one side of the top where the side is sleeveless. String thread is used as a trim to enhance the overall design. Concept -2 is a strall top which is asymmetrically designed with oversized feature enhancing the outlook of the garment. Concept -3 is an oversized shirt designed with mandarin collar and baggy pockets which gives a streetstyle touch to the garment. Concept -4 is an ankle length Kurta designed with simple round neck along with long sleeves

and the bottom is designed with a fish cut to enhance the outlook design. Concept - 5 is Kimono dress with the oversized look along with kimono sleeves and the emphasizing baggy pockets in the front.

Concept 1



Figure No 1.4 Concept 1 Tunic top

Concept 2



Figure No 1.5 Concept 2 Strall top

Concept 3



Figure No 1.6 Concept 3 Oversized shirt

Concept 4



Figure No 1.7 Concept 4 Knee length Kurta

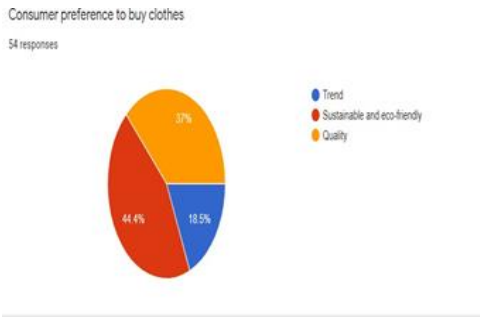
Concept 5



Figure No 1.8 Concept 5 Kimono Dress

C. Findings:

In Talipady weaving society there were about 15-25 handlooms having 6 to 8 experienced weavers. In weaving of these traditional Udupi Sarees cotton yarns were used for both warp and weft and art silk is used for borders. Weaver takes 25-30 days to set up a beam, once the beam is fully set up around 40 Sarees can be woven. Sarees are woven in different counts such as 40s count, 60s count and 80s count. Cotton raw material is purchased from localities after purchasing these cotton yarns will go for different procedures of dyeing, after treatments process. Natural dyeing was started in Kadike trust to give sustainable touch to these traditional fabrics. Other than Sarees shawls and towels were also woven in this society. 44% of the consumer prefer sustainable and eco-friendly clothes, 37% prefer quality, 18.5% consumers choose with the trend and respondents choose to buy sustainable and eco-friendly outfits as shown in figure 1.9. and age group details are as shown in figure 1.10. i.e. Out of 54 respondents 64.8% were female and 35.2% were male. Figure 1.11 depicts the consumer overall rating i.e.; Among 54 respondents 40.7% of the consumers choose that these designs were good and 57.4% of respondents choose these designs were excellent.



Consumer preference to buy an outfit which is sustainable and eco-friendly
54 responses

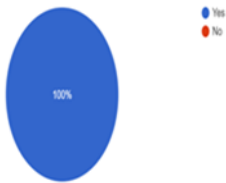


Figure No 1.9 Consumer Preference for buying clothes and sustainability

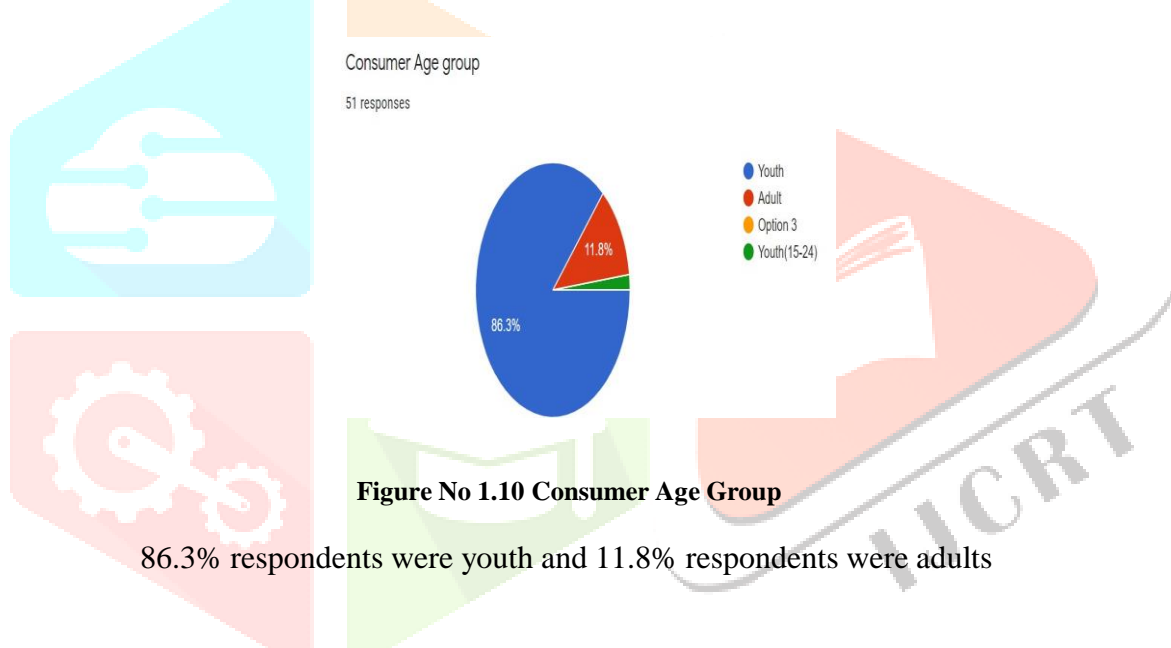


Figure No 1.10 Consumer Age Group

86.3% respondents were youth and 11.8% respondents were adults

Consumer rating for overall design collection
54 responses

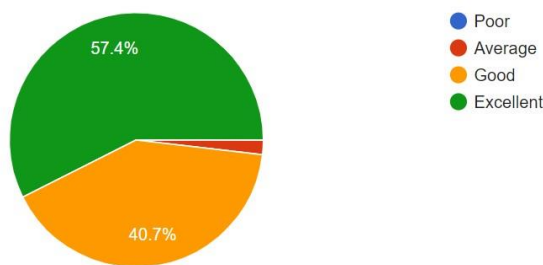


Figure No 1.11 Consumer rating for overall design collection

Conclusions:

After the existence of power loom, the Udupi handloom sarees started losing its demand in the market as a result of that many weavers lost their jobs and the community who dependent on the weaving suffered a lot with the loss demand in hand woven sarees. Kadike trust with Talipady society bought many weavers back to weaving and also started training young weavers. The main aspect of the project is to develop a western street style outfit collection using Udupi sarees mainly targeting youths by providing them the trendy collection of outfits by using sustainable and eco-friendly fabrics.

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