



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

DESIGN AND DEVELOPMENT OF PARSI AND GOTA EMBROIDERY ON PARTYWEAR

¹ Mamatha G Hegde, ² Aditi H. D

¹ Assoc. Prof & Head, ² Student,

¹ Department of Fashion Design, Faculty of Art & Design,

¹ Ramaiah University of Applied Sciences, Bangalore, Karnataka, India

Abstract:

Embroidery is capable of adding colour, texture, richness, and dimension to a piece of fabric, to enhance the aesthetics and form. Gota is a lace or ribbon made of gold or silver colour and this is generally sourced from Lucknow. Parsi embroidery which has quite a well-travelled history with respect to its origin. It is usually done on Sarees. Different silhouettes for party wear were also analyzed to find out the adaptability and necessary requirements for a party wear. Gota embroidery is done by using gota patti after it is cut into required shapes. Parsi embroidery makes use of satin stitch to create the motifs. It is usually done using white thread against dark base fabrics to make it stand out more. Developed concepts were shared with the target audience in order to know about the target audience preference. The target audience is mainly adults having elite social circles and attends extravagant after parties. Five sketches have been developed digitally according to the style chosen. These motifs were combined to create a composition. According to the user survey findings, most of the audience loved the designs and are interested in wearing it. The audience also liked the amalgamation of Gota and Parsi embroideries with modern silhouettes. Design and development of Gota and Parsi embroidery on party wear using a decade old Mysore silk saree and lace fabric so as to set an example that up cycling can be done using traditional Indian fabrics to cater to the needs of even young adults. This type of innovative design development contribute more to the revival of traditional embroideries of India by using them on modern silhouettes and in various combinations.

Index Terms - Revival, Gota and Parsi embroidery, Mysore silk saree, Party wear and Acceptance

INTRODUCTION

Embroidery is used all over the world to embellish textiles. Embroidery is capable of adding colour, texture, richness, and dimension to a piece of fabric, to enhance the aesthetics and form. When it is used on clothing, it has the ability to reveal ethnic identity, social status and culture. Gota embroidery originated in Rajasthan and is majorly used in Lehengas. This is done on light fabric like chiffon in order to make it look more heavy and luxurious. Parsi embroidery is an embroidery that originated in Iran and moved to India when the Parsis migrated to India. Parsi embroidery is famously done on the Parsi Gara as well as angarkhas and other traditional clothes. The study focusses on exploring designs by combining Parsi and Gota embroidery while steering away from traditional clothes and adapting these embroideries into Party wear and western silhouettes.

Embroidery is a form of art that is done to decorate clothes with needlework by creating fascinating designs using different types of threads. Embroidery can also be defined as an art of using stitches as an adorning feature by stitching to embellishing fabrics or other material with designs, stitches done in strands of threads on yarn using a needle. Embroidery also includes other materials such as sequins, pearls, beads, etc. to make it look more exquisite. It is a craft of enhancing the look of a fabric by adding motifs, abstract design and patterns. Embroidery designs and techniques can vary according to its underlying foundation fabric and if or not the design is stitched on the top or through the base fabric. Embroidery in India has come a long way and evolved with time. Even though the Indian embroidery has adapted to the new climate, it has also managed to remain sophisticated and elegant as the fashion trends changed with time. Each embroidery technique possesses its speciality and uniqueness and has the ability to make a serious style statement. But, it is rather uncommon to combine two types of traditional embroideries in one item of clothing as these have originated in different regions of India and commonly done separately.

Gota is a lace or ribbon made of gold or silver colour and this is generally sourced from Lucknow. But gota may also be used to refer other ribbons with various colours and shapes, differing width which depends on the size of the designs and they can also be woven in twill or satin weave. Gota embroidery is done using gota patti, in which the gota patti is cut into different shapes according to the requirements and then glued onto the fabric using fabric glue. After the pieces just on the fabric dries, it is secured with embroidery stitches like the chain stitch, stem stitch, back stitch or the simple running stitch. This embroidery is generally used for clothes worn in South Asian weddings. Parsi tidy work of art developed by the Persian community in India is a heritage art makes use of beautiful colour schemes and appealing motifs.

Objectives:

To design and develop a new style of embroidery by combining Gota and Parsi techniques and to introduce this form of embroidery in party wear and finding its acceptance rate.

Methodology:

The two types of embroideries had been selected for the present research. Gota embroidery which originated in Rajasthan and is widely used on Lehengas to give it a grandiose look. The other one is the Parsi embroidery which has quite a well-travelled history with respect to its origin. It is usually done on Sarees. The brainstorming process was done to figure out the theme, style, silhouette and colour that would blend perfectly as shown in figure-1.

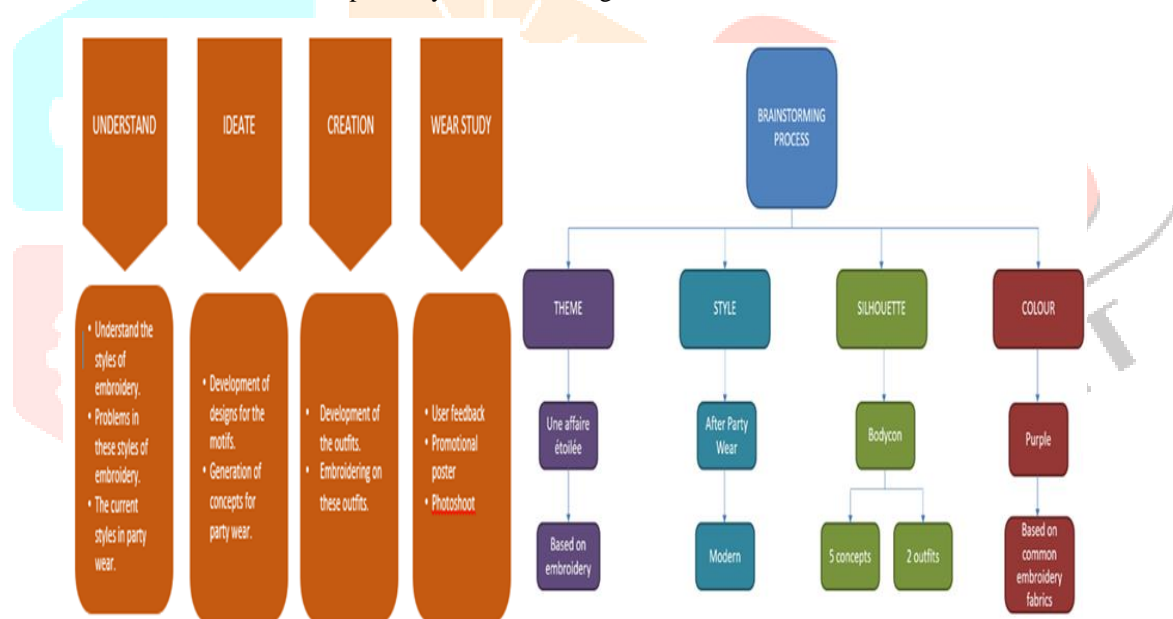


Figure-1 Demonstrative Chart plan and Brainstorm

The selected theme is called “une affaire étoilée” which means “A starry affair” in French. Party wear design were finalised based on category of embroidery. The silhouette and colour chosen were bodycon and purple with a touch of ink blue. This colour goes together with the concept of Night harmoniously but also manages to stand out. Hence, a bluish- purple mysore silk saree and Purple lace were chosen. A study had been conducted to check the suitability of silhouette style and locality for trending features in fashion. The most suitable style for these kind of embroideries is party wear as that needs the same kind of grandeur that these embroideries are capable of providing. Different silhouettes for party wear were also analyzed to find out the adaptability and necessary requirements for a party wear. For the concept generation, various types of parties were analyzed. With respect to this, further study was done regarding the different silhouettes that can be incorporated and the features that are currently trendy. Most of studies said that dresses and shorts allow freer movement compared to pants. So, five concepts were generated for this and finalized on a purple Mysore silk saree as these embroideries are said to be done on dark fabrics and this goes perfectly with the after party scenario.

Product Study:

Gota embroidery is done by using gota patti after it is cut into required shapes. These pieces are secured on lightweight fabrics using glue and embroidery thread. Commonly used embroidery stitches are chain, stem, back and running stitch for gota embroidery. This gives the fabric a rich look as gold or silver gota patti is commonly used. Their price range starts from 10000 rupees and can increase according to the detailed designs and the designer brand. Parsi embroidery makes use of satin stitch to create the motifs. It is usually done using white thread against dark base fabrics to make it stand out more. Parsi gara's price starts from 20,000 rupees and can increase according to the design and the name of the brand. These two embroideries are rarely used together as they belong to different geographic locations. These two embroideries being used on modern silhouettes is an uncommonly occurrence.

Market Study:

Market study is a research that is done to find out about the demand for a particular product and what a target audience would like and developing garments based on that as it is more profitable for the manufactures to be able to sell what the market would like to buy. This also increases their demand in the market and sets up a good brand image. After deciding on who the target audience is going to be, a two part ethnographic survey was done. One was done to know about the audience, their lifestyle, what kind of clothes do they prefer, what type of changes they would like to see in the present market, if they were aware about the existence of gota and Parsi embroideries and if they would be inclined to buy clothes made out of the up cycled fabrics in order to be more sustainable. Based on this, the concepts were developed. After party wear was the style chosen for this amalgamation of embroideries and numerous designs were developed based on that. Holistically, it is an ensemble of different types of silhouettes suitable for an after party, with respect to their length, fit and sleeves. Developed concepts were shared with the target audience in order to know about the target audience preference. The target audience is mainly adults having elite social circles and attends extravagant after parties. Although most of the target audience were satisfied with the current outcomes of the fashion industry; some expect it to be more innovative, qualitative, affordable, inclusive with respect to the sizes and sustainable. Coronavirus-19-induced lockdown has severely affected the artisans of both the embroideries. Artisans, without jobs, are diversifying into various sectors to meet their needs.

Gota embroidery is limited to traditional clothes as of now along with accessories. The embroidery have very less exposure as the artisans are from rural places. Artisans are not aware of any benefits from the government, sometimes artisans exhibit their work if the government recognises and ask for display. Gota embroidery is an elaborate style art, usually many people work on one piece based on orders. Machine embroidery is cheaper than hand embroidery but hand embroidery is always the better option, both male and female artisans work on this embroidery.

Parsi embroidery is done on various things such as greeting cards, photo frames along with typical accessories and Sarees. They have very less exposure as the artisans are from rural places, so NGO's usually try to create work for them. Male artisans are usually more than female artisans in this field. White pure silk is usually dyed to get the colours right. The Sarees usually cost from 30,000 to two lakhs. Although most of the audience are satisfied with the current outcomes of the fashion industry; some expect it to be more innovative, qualitative, affordable, inclusive with respect to the sizes and sustainable. Most of the people analysed were of the young adult's age group. Most of the people accepted the creation of party wear made out of a Mysore silk saree and lace on which a new combination of Gota and Parsi embroidery was done. Developed modernized outfits with a traditional spin gives a new life. The target audience is mainly adults. Most of them are comfortable with the current fashion industry.

Design Study:

Explorative Sketches :

Five sketches have been developed digitally according to the style chosen. The criss cross grid has been done to depict the parts of the collection. The plain parts with out any criss cross hatching will be with solid base fabric. Various trending features have been inculcated in each of the designs. ie ; Voluminous sleeves with rompers , Corset top without boning, Silk dresses , Mini skirts with mesh tops and high neck détails as shown in figure -2

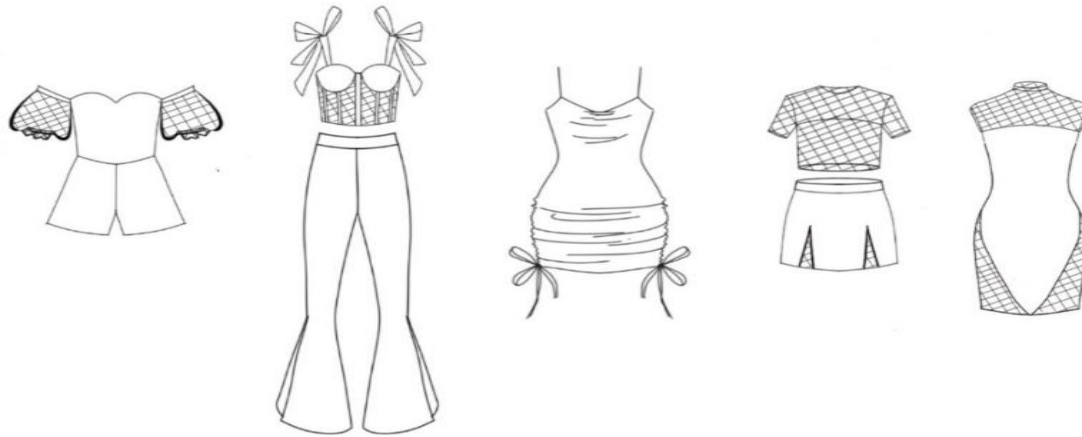


Figure 2 Explorative Sketches

Motifs:

Conventional motifs were developed based on the individual embroideries chosen. The above designs have been rendered digitally. These motifs were combined to create a composition. Chain stitch/ running stitch/ satin stitch have been rendered as depicted in figure-3



Figure- 3 Motifs in single and in Composition

The motifs have been combined to create a composition. The core of this composition is to depict an ecosystem where all the living organisms live harmoniously. The reason for this is sustainability. Sustainability is needed to create a balance in the ecosystem so that life continues to thrive. But since there is an imbalance, organisms will continue to go extinct. Hence, the composition shows the different kingdoms of life living and together. Similar variations of the same composition were replicated on the lace part of the outfits. The rendered and constructed outfits are shown in figure-4 and 5.



Figure- 4 Rendered Illustrations



Figure -5 Constructed Garment having Embroidery

Table- 1 Cost Sheet

COST SHEET				
Date 15 th December 2021		Brand EXQUISE		Style #ADAW2201
Design Description: A co-ord set that includes a corset top and flared pants with slits.		Designer Name: ADITI H D		Season Autumn winter
Fabric Description: upcycled Mysore silk saree, lace, crepe		Category: After Party wear		Size: 8-16
Sl#	Material	Price	Quantity	Amount
1)	Mysore silk saree	11,000 (per saree)	2.5m	4585
2)	Lace	45/m	0.5 m	23
3)	Crepe	35/m	2m	70
Total cost of Material				4678

Sl#	Trimmings	Price/Qty	Qty	Amount
1)	Zipper	10	2 units	20
2)	Gota patti	40	1.25m	50
3)	Hooks	10/1	1 unit	10
4)	Embroidery thread	50/400m	200m	25
5)	A pair of pads	35	1 unit	35
6)	Fabric glue	16/30g	17g	9
Total cost of Trimmings				149

Sl#	Labour	Amount
	CMT	1500 + 2000 (embroidery)
Total cost of Labour		3500

TOTAL COST OF GARMENT			8327
Suggested Selling price	% : 20	Amount	9992

COST SHEET				
Date 15 th December 2021		Brand EXQUISE		Style ADAW2202
Design Description: A silk dress which cowl neck with ruching on the side that lets one adjust the length of the dress		Designer Name: ADITI H D		Season Autumn winter
Fabric Description: upcycled Mysore silk saree, lace		Category: After Party wear		Size: 8-16
Sl#	Material	Price	Quantity	Amount
1)	Mysore silk saree	11,000 (per saree)	3.5	6419
2)	Lace	45/m	0.5 m	23
3)	Crepe	35/m	2.5m	88
Total cost of Material				6530

Sl#	Trimmings	Price/Qty	Qty	Amount
1)	Gota patti	40/m	0.75m	30
2)	Embroidery thread	50/400m	100m	13
3)	Fabric glue	16/30g	13g	7
4)	Zipper	10/1	1	10
Total cost of Trimmings				60

Sl#	Labour	Amount
	CMT	1000+1500 (embroidery)
Total cost of Labour		2500

TOTAL COST OF GARMENT			9090
Suggested Selling price	% : 20	Amount	10908

Results and Discussions:

A survey was conducted for the selection of designs and almost 20 responses were recorded. The target audience is young adults so most of the people are students and some are employees. Most of the people are open to the idea of wearing traditional clothes which is very beneficial amidst the current state of the earth and audience agree with the fact that they wear clothes with traditional embroideries often which is a positive response as shown in figure- 6.

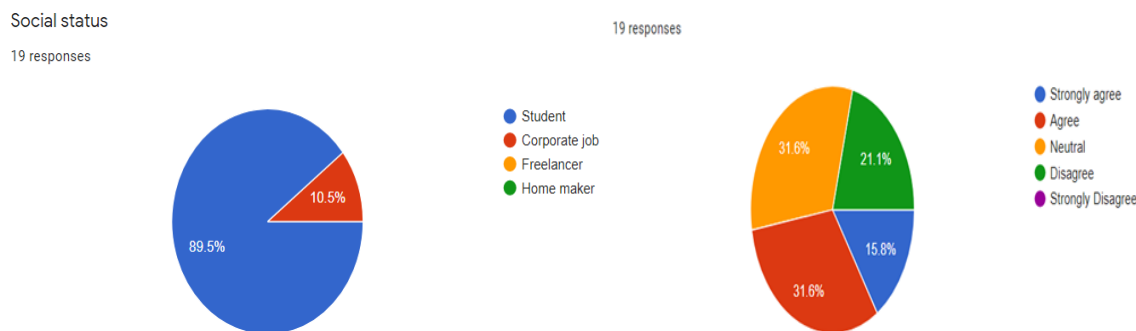


Figure -6 Social status and Frequency of Traditional Embroidery Usage

Figure -7 shows that a lot of people choose neutral for the acceptance of modern clothes with traditional embroideries. Most of the people were of the young adults age group, and enjoy attending parties.

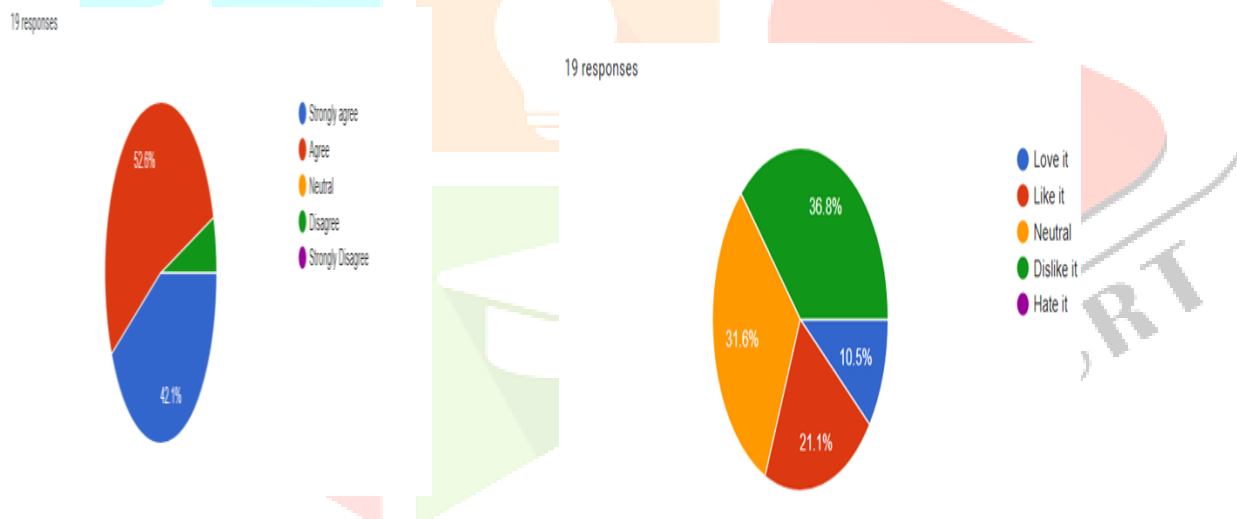


Figure -7 Acceptance of Modern clothes with Traditional embroideries

According to the user survey findings, most of the audience loved the designs and are interested in wearing it. The audience also liked the amalgamation of Gota and Parsi embroideries with modern silhouettes. The survey had a slot which asked for additional feedback with regard to the designs. Most of the feedback for that were positive. The collection was lauded for being beautiful and creative as it involved the mingling of culture with personality, and the designs were equally appreciated. However, a small percentage thought that the colour choice was too loud. This is a subjective opinion but constructive, nonetheless.

Conclusion:

Problem of decline in the usage of Parsi and Gota embroideries and the artisans not getting recognized enough for the work were identified during the initial part of research work. Hence the research was carried out to develop party wear using Mysore silk saree. This was followed by the development of motifs and its composition, along with the concept sketches. This stage then led to the creation of the garments which included sourcing of the fabric and trimmings, then embroidering according to the motif composition and the stitching of the garment to replicate the designs. Design and development of Gota and Parsi embroidery on party wear using a decade old Mysore silk saree and lace fabric so as to set an example that up cycling can be done using traditional Indian fabrics to cater to the needs of even young adults. This type of innovative design development contribute more to the revival

of traditional embroideries of India by using them on modern silhouettes and in various combinations. Present study revealed that traditional embroideries can be used on modern silhouettes for party wear. This way, the target audience will get the kind of clothes they want and the artisans will gain more traction for their hard work which will contribute towards the revival of the traditional embroidery sector and these crafts will move past the fact of being restricted to geographical areas.

REFERENCES:

1. <https://timesofindia.indiatimes.com/city/mangaluru/udupi-saris. By Sew port support system/ Bamboo fabric and its properties>
2. “Traditional Indian embroidery” (2020) - <https://textilevaluechain.in/in-depth-analysis/articles/traditional-textiles/traditional-indian-embroidery/>
3. “Gota (embroidery)”- [https://en.wikipedia.org/wiki/Gota_\(embroidery\)](https://en.wikipedia.org/wiki/Gota_(embroidery))
4. “Everything you need to know about the Indian handicraft of gota patti” : Praachi Raniwala (2019) - <https://www.vogue.in/fashion/content/everything-you-need-to-know-about-the-indian-craft-of-gota-patti>
5. “Gota work or Gota Patti” - <https://www.utsavpedia.com/motifs-embroideries/gota-work/>
6. “ All that you need to know about Gota Patti work to sit for D-day” : Sabina Yeasmin (2019)- <https://www.weddingwire.in/wedding-tips/gota-patti-work--c2013>
7. “Parsi work “- <https://www.unnatisilks.com/parsi-work-introduction-indian-embroideries.html>
8. “Parsi embroidery : An intercultural amalgam”- <https://artsandculture.google.com/exhibit/parsi-embroidery-an-intercultural-amalgaparzor-foundation/mwLSMekpHhTOKQ?hl=en>
9. “ Parsi Work”- <https://www.utsavpedia.com/motifs-embroideries/parsi-work/>
10. “Parsi embroidery(India)”- <https://trc-leiden.nl/trc-needles/regional-traditions/indian-subcontinent/parsi-embroidery-india>
11. “ The Parsi ‘Gara’ is a quintessence of embroidery, art and history and it has a Chinese link” (2020) - <https://www.outlookindia.com/outlooktraveller/explore/story/70644/did-you-know-about-the-parsi-gara>
12. “ Parsi Gara- Indian Embroidery with Chinese Origin and Persian heritage” (2017)- <https://rangriwaaz.com/blogs/saree-draping-tips-by-rangriwaaz/indian-embroidery-with-chinese-origin-and-persian-heritage>