

Designing Women Wear and Accessories by Using Split Ply Technique with Different Ornamentation

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Abstract: The present study entitled “Designing women wear and accessories by using split- ply technique with different ornamentations” has been carried out with the objectives of providing a new design in bag, slipper, belt, top and jewelry to the customers. To attain these objectives firstly the survey was done to have a review over existing designs, shapes, color, embellishment and other consumer preferences regarding bag, slipper, belt, top and jewelry. After survey 5 products were decided to be sketched and made which were selected by own choice of the researcher. Then 15 design sheets were sketched with selected shape of bag, slipper, belt, top and jewelry. Then an evaluation was done with the sample group of Banasthali Vidyapith. Then 5 design sheets were selected by the respondents on the basis of 3-point rating scale for given parameters of evaluation. Then mean values were calculated for all ratings and then 5 best sheets were chosen for development of prototypes of bag, slipper, belt, top and jewelry. After that, prototypes of bag, slipper, belt, top and jewelry were constructed as per the best designs selected. The braiding material used of bag, slipper, belt, top and jewelry were prepared through jute, leather, jari. After preparing the braiding adornment was done by using different adornment techniques like beads, brooches & buttons etc. The bags slipper, accessories top were then made with the split-ply technique process, which was done by hand. After developing the bag, slipper, accessories top consumer acceptability and market value of designed bag, slipper, and accessories top was determined on the basis of further evaluation which was done with the help of another -3 point rating scale.

I. Introduction

“Designing is the concept of selecting, arranging and ordering ideas as well as the tangible component of our individual world.” Designing means moving from a state randomness to a higher state of organization to create a desired impression or to communicate an important idea. On the highest level, designing is a careful and knowledgeable manipulation of art element. (Mathur, 2002)

Objectives

1. Study consumer’s attitude and preference for split ply technique with different ornamentations on women’s and accessories.
2. To collect design for women’s wear and accessories.
3. To prepare designs sheets for women’s wear and accessories.
4. To evaluate the prepared designs for women’s wear and accessories.
5. To develop the best preferred designs for women’s wear and accessories.
6. To assess acceptability or marketability of developed women’s wear and accessories.

Delimitations

1. Study was limited to one women’s wear and four accessories.
2. Study was limited to Banasthali University

Significance

1. The study, helpful in value addition of women’s wear garments and accessories.
2. Present study helps designer to explore new possibility of designing of women’s wear garments and accessories having split ply technique with different fasteners.
3. The study helps to develop new range of women’s wear garments and accessories.
4. The study opens new avenues of income generative for needy peoples.

II. Methodology

Phase i

It consists of-

Collection Of Study Material

The study material were gathered from primary sources by interviewing identified target group and from secondary sources i.e. internet, book and magazines.

Locale Of Study

The place where the study has been conducted is referred to as local of the study. To carry out the present study, BanasthaliVidyapith in Newai will was selected purposively and according to feasibility of the consumers.

Sample Selection

Sample selection will be done the basis of convenient access to the investigator from the area of study i.e. Banasthali university. All the respondents are female from age group of 20 to 22 years.

A structured preparation of questionnaire

Questionnaire were developed to collect information about consumer liking / disliking for accessory slipper, bag, top, preference for applied design etc. only few objective type questions are included in questionnaire.

Data Collection

Data will be collected by the investigator from respondents with help of developed questionnaire .interview technique will used to collect data .the purpose of the study will be explained to all the respondents in order to satisfy their curiosity and obtain good response.

Analysis Of Data

After the process of data collection, data are tabulated and analyzed. Analysis will based on the responses given by the responses given by the respondents about their preferences. Frequency and percentage are calculated.

Phase ii

Collection Of Designs

Investigators collect the designs for the study from books and internet then investigator selects the few designs with the help of guide.

Development Of Design Sheets

Different designs for women's and accessories are developed for college going girls keeping in mind their preferences. These were developed by making modification into exiting design and by introducing new design idea. Latest trend in fashion was also taken into consideration while designing total 15 designs of garments, accessories, tops, footwear's, and handbags are sketched on white sheet. To get favorable results, various desired detailing and features were used and placement of fastener was also shown in the design sheet.

Assessment Of Developed Design Sheets

Garments, accessories, tops, footwear's and handbags design sheets were analyzed by 50 respondents who were selected purposively from Department of Clothing and Textile because they have good knowledge of apparel designing. Moreover, they are aware of latest fashion trends. Design sheets were displayed and judges were asked to evaluate each design on the basis of uniqueness of design, placement of fasteners and marketability. The three criteria for evaluation i.e. uniqueness of design, placement of motifs, marketability.

3 point rating scale was used as a tool for visual analysis.

Rating No.	Rating
3.	Excellent
2.	Very good
1.	Good

Weighted mean score calculated for each design ranked on the design rating on the basis of weighted mean score.

Phase iii-

It was consisting of:-

Selection Of Material For Women’s Wear And Accessories

For garments, footwear’s, hand bags, tops and accessories different types of braids will be selected i.e. Different braids In leather, jute and zarietc will purchased from jaipur. Fasteners for embellishment are also purchased from jaipur.

Development of Selected Design Into Prototype

The scores were added and the top scored selected design were developed into prototype by the investigator. Fasteners were used for their embellishment.

Pricing and Costing Of the Development Prototype

For price determination material cost (fabric cost, fasteners cost, thread cost) was calculate and 20% extra cost was added into the material cost the 20% included 10% labor cost and 10% profit.

Assessment Of Develop Prototype

Panels of 100 respondents were selected to judge and evaluate garments, accessories, footwear’s, tops and hand bags. Or responded were selected from Department of Designing and home science because they have knowledge of designing and fashion trend.

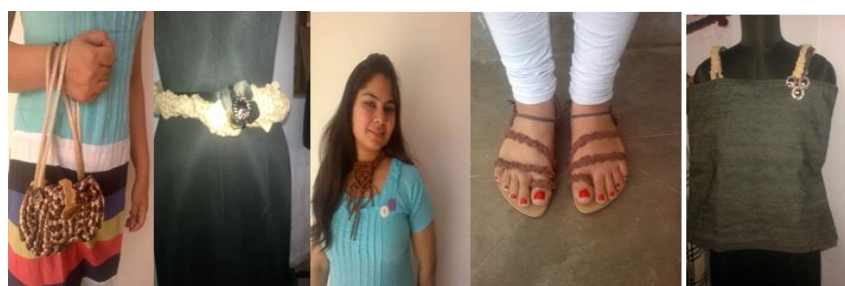
Factor
Colour
Aesthetic appeal
Price
Quality
Comfort

Comparatively analysis

Comparative analysis of all developed prototype were done on the basis of overall scores of eachprototype on the basis of aesthetic appeal.

III. Result And Discussion

Present study titled “Designing the women wear and accessories by using split ply technique” was investigated and following results were extracted which paved the way of investigator. Priory the investigators trace out the study material to carry out the study.Results of the study had been discussed as under following subsections-



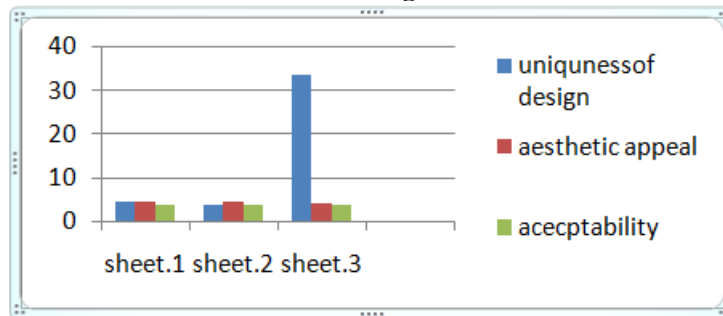
Results Of Consumer Preference And Awareness Survey

Result OfAssesment Of Design Sheets

On the basis of respondent’s preferences 15 designs of split ply design on women wear and accessories were developed. In this study, subjective analysis was used as a tool to analysis the designs. 50 respondents were chosen to judge the design visually and ranks were given on the basis of 3. rank to most appealing design to next in order and so on. Each design sheet was given from 1-3 according to the uniqueness of design, aesthetic appeal and acceptability after that weighted mean was calculated. In the rating 3 scale point was given for excellent and 1 point for fair so, that sheet was selected for prototype development which obtained lowest mean.

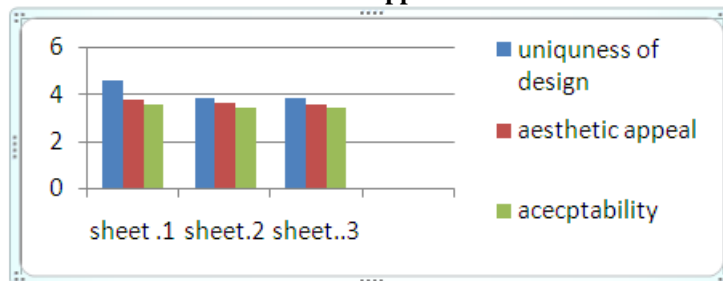
Rating No.	Rating
3.	Excellent
2.	Very good
1.	Good

Results Of Bag Sheets



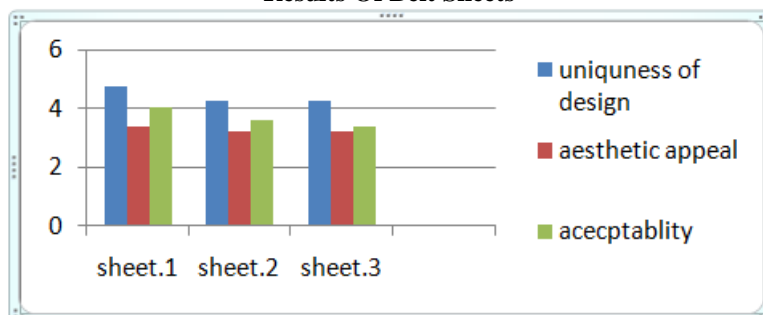
Graph shows that the sheet no. 2 had maximum acceptability for prototype development, and minimum acceptance for sheet no 1 and sheets no 3 on the basis of uniqueness of motif, arrangement of motif and overall appearance.

Results Of Slipper Sheets



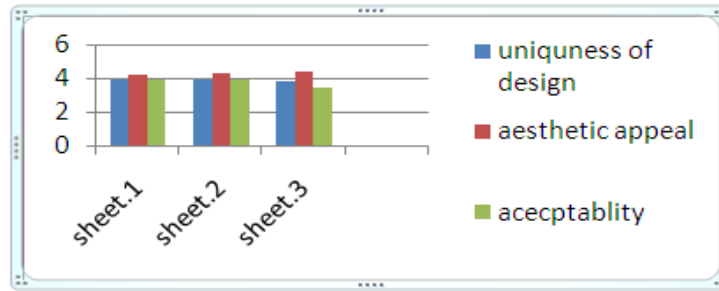
Graph shows that the sheet no. 1 had maximum acceptability for prototype development, and minimum acceptance for sheet no 2 and sheets no 3 on the basis of uniqueness of motif, arrangement of motif and overall appearance.

Results Of Belt Sheets



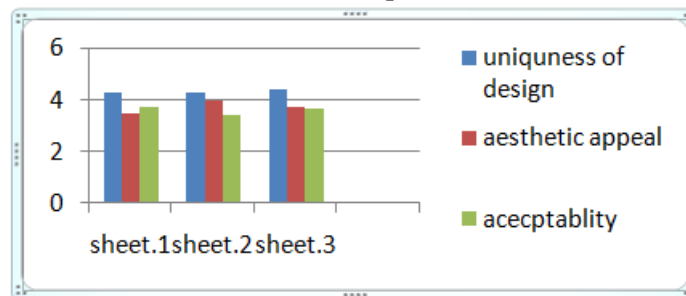
Graph shows that the sheet no. 1 had maximum acceptability for prototype development, and minimum acceptance for sheet no 2 and sheets no 3 on the basis of uniqueness of motif, arrangement of motif and overall appearance

Results Of Jewelry Sheets



Graph shows that the sheet no. 2 had maximum acceptability for prototype development, and minimum acceptance for sheet no 1 and sheets no 3 on the basis of uniqueness of motif, arrangement of motif and overall appearance.

Results Of Top Sheets

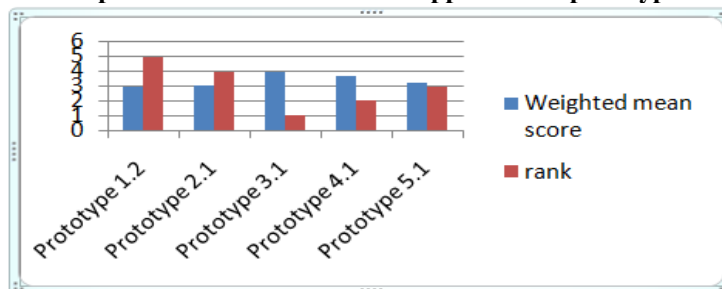


Graph shows that the sheet no. 1 had maximum acceptability for prototype development and minimum acceptance for sheet no 2 and sheets no 3 on the basis of uniqueness of motif, arrangement of motif and overall appearance.

Results Of Acceptability Of Split Ply Product

Split ply product was evaluated by the consumer on the basis of aesthetic appeal, colour combination, cost and acceptability. Sixty respondents were selected for the evaluation. Each of the prepared **split ply product** was displayed towards the respondents and they gave rate to each one on the basis of color combination, aesthetic appeal, marketability and acceptability. Three point rating scale was used and weighted mean was calculated.

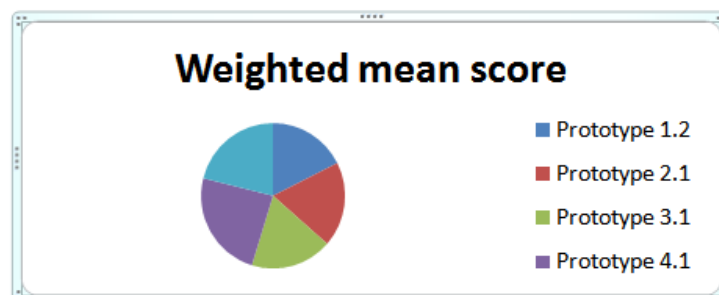
Graph No-4.22 Results aesthetic appeal for the prototypes



As the graph shows that on the basis of aesthetic appeal all articles were appreciated by the customers but most accepted article was table cover.

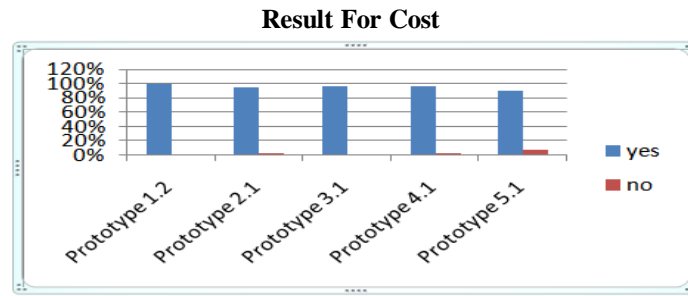
Graph No

Results For Colour Combination



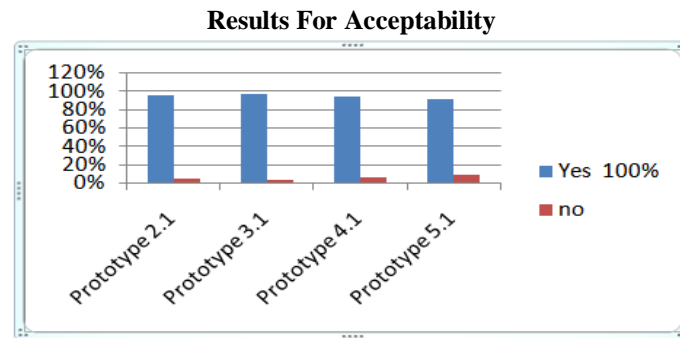
As the graph shows that on the basis of colour combination most accepted article was fridge cover which had yellow, blue, red, green colour. Multiple bag was second most liked article, followed by other article

Graph No



Graph, Pricing of the prototype, was done on the accumulation of cost of raw material, labor, overhead and marginal profit and the acceptability survey revealed that the quoted cost of all the developed split ply products was accepted by almost all the respondents and only few respondents were willing to pay a little less for them. It can be said all the products with marginal profit had good marketability.

Graph No



Graph shows that all articles were accepted by the customers but highest acceptance was for slipper, belt, and bag. All article had almost equal and good acceptance and only few respondents were willing to pay a little less for them.

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