

## **Jute- The golden yarn from gunny bags to high fashion**

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### **INTRODUCTION**

India has been a home to almost all of the World's most important natural fibers. Besides cotton, wool and silk India has produced jute, hemp, rhea and several other fibers that have been proved to be finest production of fashion articles. But from above all these fibers, jute have until now remained the poor one for long but now it is undergoing a quick transformation and at last has a new and bright future. Production of this fiber is done in different parts of the country today and its processing has given birth to one of the World's most important Textile Industries. Today, it is being used extensively to create a vast variety of products aesthetically enhanced by beautiful designs and decorations.

From gunny bags and packing materials to the glamorous world of high fashion, jute fabric has undergone a spectacular metamorphosis. Jute, the golden fiber is 100% biodegradable and is a unique gift of nature. It is essentially a rainy season crop. It is truly a versatile fiber, known to mankind. It is Eco-friendly, recyclable and economical fiber. At present, Jute Industry is the third foreign currency earner, next to the Garments and Manpower Sectors. Jute, being a bio-degradable product has proved to a dependable material to be used as an alternative to plastic and timber.



Jute, being natural and Eco-friendly fiber is renewable and abundantly available and it provides ample scope for its application in manufacturing of products for diverse use. Giving the increasing focus on environment issues these days, jute might be on top for its diverse uses in the time to come.. The products prepared with this elegant fiber have an ethnic look and are comparable to any sophisticated product, apart from the fact that jute products are comparatively much cheaper. They are gaining immense popularity around the globe due to its immense fiber properties. Its weaving is durable, it is attractive and moreover, it can be harvested quickly and easily hence making it environmentally sustainable. The modern designers are also trying to incorporate the sustainable practices into modern clothing as per today's needs.

The sustainable fashion, also called Eco-fashion is a part of growing design philosophy and

trend of sustainability, the goal of which, is to create a system supporting indefinitely in terms of environmentalism and social responsibilities and jute fulfills all these new requirements of fashion world. That is why celebrities, models and designers have recently drawn attention to socially conscious and environmentally friendly fashion. So one reason to bring jute fiber on front camera of fashion world is the thought to co-relate style along with environment that can impress thousands of environment lovers and its graceful texture can create something new against common day to day fashion articles. Jute is natural fiber without any use of chemicals and its value is more enhanced with its not so common texture that can result into aesthetically incredible items to the textile industry.

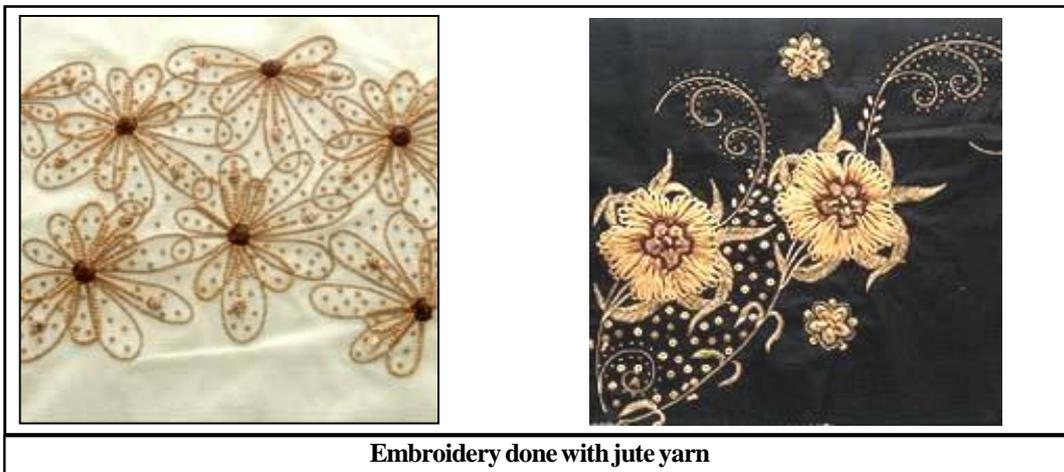
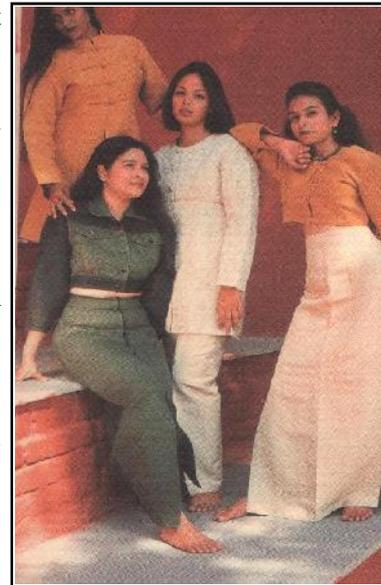
Jute, therefore can be a boon if appropriately utilized as It is capable to give us multidimensional products, with varieties of uses ensuring employment from poorest to richest.

### Role Of Jute In Fashion World

In 1990, the first jute fashion show was organised in Delhi. It was a tremendously motivator for young designers and fashion houses as well as the industry. The following decade has seen many advances and experiments and jute has certainly claimed a place in fashion world, whether in rustic skirts, facing for saris, high fashion jackets or in thousands other forms.

Although all jute displays are still seen in India and across the world. The real success is that jute can be found in normal fashion boutiques alongside other textiles. Jute is regularly used in production of clothes, particularly sweaters, soft sweaters, cardigans and underwears. Its soft fabric structure is known to be very comfortable to the person wearing it and therefore, popularity of jute clothes has increased significantly over the last decades.

The research institutes have developed a new treatment to enhance the manner in which the jute fabric drapes and these advancements have improved its commercial viabilities. Its natural tendency to look like linen is an advantage, especially as it is much



Embroidery done with jute yarn

cheaper, but it can be spun and woven in so many forms that it could be appear alongside high quality cotton, silk and fine wool as a luxury item. Fashion is still the real goal for advancement of jute which we still have to achieve. If it can really become a commonly used textile its image as only a rough sacking will have gone forever.

Prabha Malhotra, a fashion designer, recently presented a new range of haute couture garments and accessories created from jute fabric blends. She has launched this rough and rugged sack material into the arena of high fashion. She felt that cotton, silk, and synthetic fabrics had already been exhausted from designer’s point of view. During a visit to trade fair ground – Pragati Maidan – she came across samples of jute – blended fabrics. This stirred her memory. She had seen a photograph shot in 1940 showing two Englishmen wearing dresses made of jute. The whole concept just fell into place.

Until now jute has been identified as a crude material used for gunny bags or Hessians. But over the last few years jute has been blended with synthetic or other natural fibers to produce attractive decorative items, blankets, bags, table mats, wall hangings etc. This encouraged the designers to create new products out of jute. Since the latest trend in fashion is to focus on the ethnic styles, Prabha has created a full range of accessories- ties, belts, bags, scarves and jewellery- giving the consumer something rustic. The natural color of the fiber combined with bones, stones, metals and leather forms exotic and fascinating ornaments. This was beginning of new range of high fashion garments and accessories which has been introduced in the market. Now a days the other designers are picking up the fiber and using it superficially. The designer range for men is suited to meet the most exciting and sophisticated standards of the consumers. Jute is presented in most natural look for the men. Soft pleated and high waist are in for trousers made of blended jute in muted colors. In order to make sophisticated products like fashion garments jute needs to be blended with fibers like wool, nylon, rayon, acrylic, or polypropylene. These blends enrich the fiber in feel, appearance, durability, resilience and wash ability.

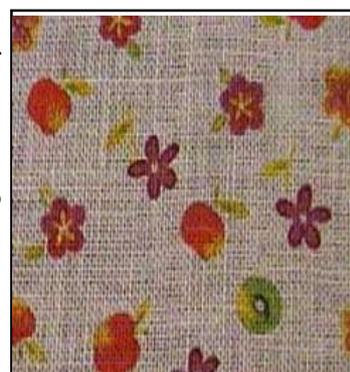
Today not only finer jute fabric is available for make fashion apparels but also variety of Jute prints, jute net, jute laces and designer weaves on jute fabric are available in market. Jute has now moved up in social circles and creating an interest among the Indian and International designers. Various organizations are together working towards promoting jute and exploring possibilities to introduce it into the fashion world. High

Profile designers like Ashis Soni, and Mumbai’s Pawan Aswani have featured jute ensembles on fashion shows.

#### **Jute in accessories :**

As we know fashion apparel or any kind of style or garment is incomplete without accessories, so here is role that jute plays in fashion accessories.

As the international consumer became more conscious of the pollution caused by non-biodegradable materials like plastics, jute has been a natural favorite for simple shopping bags. When good designers follow this concept, there is no end to the number of handbags, shoulder bags, beach bags and travel bags which can be created from this material. Versions of toilet bags and wash bags, small storage boxes, fashion belts, headgears and even shoes are possible from this newly versatile material. Today variety of laces and trims, fashion jewellery, buttons, scarves, ties



**Block printing on jute fabric**

in jute giving rustic look are also available in market in more ethnic styles.



**Jute slippers**

**Jute jewellery set**

**Jute flower button**

**Jute Lace**

**Jute Sandals**

**Jute Belts**

#### **Advantages of jute :**

- Jute fiber is 100% biodegradable and recyclable and thus environment friendly.
- It is natural fiber with golden and silky shine and hence called “golden fiber”.
- It is cheapest vegetable fiber procured from bast.
- It is second most important vegetable fiber after cotton in terms of usage, global consumption, production and availability.
- It has high tensile strength low extensibility and ensures better breathability of fabrics.
- It helps to make best quality industrial yarn, fabric net and sacks
- Advantages of jute include good insulating and antistatic properties, as well as having low thermal conductivity and moderate moisture regain.
- Other advantage of jute includes acoustic insulating properties and manufacture with no skin irritations and its uses little or no pesticides jute fashion.
- Jute has many advantages as a home textile, either replacing cotton or blending with it. It is strong, durable, color and light fast fiber.
- Its ultra violet protection, sound and heat insulation, low thermal conduction and anti-static properties make it a wise choice in home décor.
- Fabrics made of jute fibers are carbon –dioxide neutral and naturally decomposable.

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