Fusion of Kutch and Kathiawar embroidery for designing of apparels

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ABSTRACT

In the present study an attempt was made to adapt the ethnic motifs for development of designs for apparel items, to evaluate and select appropriate designs, to apply the select designs using hand embroidery on apparel and to determine the cost and overall acceptability of the prepared articles. A total of 40 designs, 10 for apparel articles were prepared using software Adobe Photoshop and Illustrator. All the prepared designs were subjected to visual evaluation for the selection of best designs. The evaluation was done by a panel of 30 judges. All the designs were applied on apparel items. A total of 8 articles were prepared. Overall acceptability and cost of each article were also determined. Among the apparels items prepared skirt (I, V), palazzo (II, V, III), blouse (III, VI), dupatta (IV, VII) were most appreciated. However all the products were well accepted and appreciated by the judges. The designing of apparel using traditional motifs and hand embroidery has given a better prospect to the textile printers and has widened the horizon of textile world. The costs of white skirt with peacock motif were most preferred apparel articles, with regards to arrangement of motifs and colour combination and overall appearance. The sale price of apparels was ranged between Rs. 675 to Rs. 2043/-

Key Words: Kutch, Kathiawar, Embroidery, Textile designing, Natural motifs

INTRODUCTION

Designing textiles has been an ancient art in India. It includes many methods used from the earliest time in applying colour and design to the surface of fabric. Embroidery is the fascinating cloth art that involves the use of needles and thread. Embroidery was originally done manually, or by hand. It is basically done for decorative purpose by sewing various types of materials into a layer of cloth to create patterns and designs that are usually a reflection of the beauty of nature. (Anonymous, 2017) It is a laborious thread work. India is a land of diverse cultures and her uniqueness lies in her unity in diversity. Embroidery in India is different in different parts and states of India. One can identify the origins of an embroidered piece of fabric simply by the style, colors, fabric and stitched used. Among the many different types of embroidery one can see in India, the embroideries of Sindh, Kutch and Kathiawar are very popular (Acharya, 2017)

Embroidery, the embellishment of cloth with design made by needle and thread is an art that stretches back to antiquity. The word ‘embroidery’ is a Middle English word derived from the old
French word ‘broder’ meaning edge or border. Embroidery requires the use of needle, a primary tool either ordinary or of some special type. The origin of an ordinary needle though not of steel, is very ancient being known to Palaeolithic Europeans. It is interesting to note that in Vedic times the needle was considered an important item in the lives of people and it served as a symbol of joining and for strength. In the most primitive times needle work was practiced to mend and add strength which later on led to ornate, resultant to a beautiful craft of embroidery and when these led to a perception of its ornamental possibilities, the beautiful craft of embroidery was created. Embroidery technically known as a needle craft occupied a unique place in the history and civilization of the country. Embroidery is a manifestation of the aesthetic emotions delivered by applying a little material followed by a plethora of patient labour which determines its intrinsic value while ensuring a niche position amongst the family of crafts (Barariya, 2011).

Gujarat has given India the greatest heritage in embroidery work and craft through its famous and versatile Kutch embroideries. The hub of the Kutch embroidery work is basically located in the regions of Kutch and Kathiawar Saurashtra where in the local artisans churn out the most creative and exquisite designs. From mirror and bead work to Abhala embroidery along with the usage of silk threads of bright colors, the Kutch embroidery basically ornate the entire fabric andembellishes it completely. The impeccable designs of Kutch embroidery is a tribute to Rabaris, a nomadic tribe that crafted the art of Kutch embroidery which is now an artwork of international repute. Gujarat has given India the greatest heritage in embroidery work and craft through its famous and versatile Kutch and Kathiawar embroideries. The hub of the Kutch embroidery work is basically located in the regions of Kutch and Kathiawar Saurashtra wherein the local artisans churn out the most creative and exquisite designs. From mirror and bead work to Abhala embroidery along with the usage of silk threads of bright colors. The Kutch and Kathiawar embroidery basically ornate the entire fabric and embellishes it completely. But presently this art has lost its sheen and has now got confined to only a few places. The fusion of motifs and designs of these embroideries once applied on textiles will not only enhance the aesthetic appeal of the products but also create variety in products. Further this will help to preserve these designs and open new avenues for the designers working in the field of textile designing. Keeping these points in mind the present study was undertaken on collection of Kutch and Kathiawar embroidery motifs for developing fusion designs for apparels and evaluation of developed fusion designs (Aulakh, 2011)

**METHODOLOGY**

The methodology given for research is a systematic and scientific way to solve the research problems. The methodology deals with the description of research procedures and techniques used for data collection and analysis in the lime light viz., Collection of Kutch and Kathiawar embroidery motifs, Development of fusion designs for apparels, Screening of the developed designs through visual evaluation, Application of selected designs on apparels, Cost calculation of developed products, Acceptability of the prepared products and Statistical analysis.

**Collection of Kutch and Kathiawar embroidery motifs:**

Various motifs of Kutch and Kathiawar embroideries were collected from different sources like magazines, literature and internet.

**Development of fusion designs for apparels:**

From the collected designs suitable designs were taken for the development of new designs for various apparel articles such as, Dupatta, skirt, blouse, palazzo. Designing were done through
CAD software, the fabric which was used to developed apparels designing was (cotton, cotton silk, raw silk, creape, georgette) Total 40 designs will be prepared, 10 each for different categories of apparels.

**Screening of the developed designs through visual evaluation:**
Prepared designs were evaluated for selection of 2 best designs from each category in apparels. Total 8 final apparel articles were constructed. All designs were ranked according to their preference obtained. The attributes assigned for the evaluation of design were appropriateness of design, design arrangement, colour combination, neatness and overall appearance of the designs.

Prepared design were subjected to evaluation. The evaluation were done by the panel of 30 judges, including 10 staff members, students, boutiques and shopkeepers from Allahabad. All design were ranked according to their preference obtained. Five point scale will be used for the evaluation of developed design and marks 1, 2, 3, 4, and 5 were assigned for poor, fair, good, very good, and excellent respectively.

**Application of selected designs on apparels:**
The selected designs were applied on apparels and using fusion of kutch and Kathiawar embroideries stitches. Two best selected designs from each category were applied on apparels (stole, skirt, blouse, palazzo) using various stitches of kutch and Kathiawar embroideries. The fabrics used for these products were cotton, cotton silk fabric etc.

**Cost calculation of developed products:**
The cost of each product was calculated on the basis of raw materials used such as fabrics, embellishments, threads, and the labour charges included according to the daily wage basis.

The sale price of the developed products was calculated by adding a total profit margin of 25 per cent in the actual price of each product.

**Acceptability of the prepared products:**
Each prepared apparels was evaluated to find out the acceptability of the products. The same panel of 30 judges (staff members, students, boutique owners/shopkeepers) from Allahabad was taken for the evaluation. A ranking proforma (appendix-II) was given in order to evaluate the acceptability of the developed products. The attributes assigned were colour combination, suitability of the design for end products, cost range, suitability static used in the motives of and overall appearance. Rank 1, 2, 3, 4 and 5 was given to those products which stood poor, fair, good, very good and excellent respectively.

**Statistical analysis:**
The data collection through the evaluation and acceptability of products for the research study were coded, tabulated and analyzed using ANOVA two-way classification to analyse the significant difference between the selected attributes.

**RESULTS AND DISCUSSION**
Results are based on the experimental work and presented through subjective analysis and tables. Discussions are made for elaborate interpretation of results. The results obtained are based on viz., Developed designs, Scores obtained on visual evaluation, Developed apparels products,
Cost of prepared products and Acceptability of developed products.

A total of 40 designs, for apparels items including 10 blouse, 10 palazzo, 10 skirt, 10 dupatta were developed. All the prepared designs for apparel items were subjected to visual evaluation for the selection of two best design from each category. The most preferred designs from each category of apparel items were prepared by using different types of fabrics such as cotton, crepe, cotton silk, raw silk, georgette. The cost of apparel items were calculated on the basis of money spent on raw materials and trimmings used, hand embroidery of the fabric, stitching charges etc. a total of 25 per cent profit margin was added in the calculated cost for getting sale price. The cost of each article was calculated separately and the cost of designing done through computer was not included in the actual cost (Cargill, 2000).

The Table 1 indicates that the sale price of hand embroidered dupatta I was higher (Rs. 1387.5/-) than dupatta II (Rs. 1212.5/-). The only reason was the difference in designs conversion charges as the whole design of dupatta I was intricate as compared to dupatta II. Jha (2013) reported that the cost of Kutch and Kathiawar hand embroidery The work is different enough from Indian embroidery to be recognizable at a glance. And it was highly priced and greatly valued by fashion conscious people. It is evident that the embroidery charges for both the dupattas were same due to the use of similar types of threads. It was observed from the table that the cost of hand embroidered skirt II was slightly higher (Rs. 2043/-) than the skirt I (Rs. 2037/-) plate (4.20) only due to the difference in design conversion charges. The design conversion charges of skirt II (white colour) was higher (Rs. 600) than the skirt I (Rs. 500) as it have more no. of motifs and used more colours in the fabric. Other variables such as types of fabric used, lining material and hand embroidery charges were same for both the skirts. Harmeen (2015) reported that Due to its ‘limited edition’ quality, embroidered clothes is usually high-priced. Indian outfits, especially, make extensive use of embroideries. Under the category of dupattas, shows that the total cost for preparing black colour georgette dupatta (S7) and orange colour georgette dupatta (S5) were Rs. 1387/- and Rs. 1212/- respectively. The cost of S7 was exceptionally high in this category due to its much expensive embroidery, whereas applying hand embroidery on S5 made it less expensive than S7. The cost of preparing white colour cotton silk hand embroidered blouse (B1) and black colour raw silk hand embroidered blouse (B3) was Rs. 675/- for both. The total cost for preparing white cotton silk embroidered (sk2) and black colour raw silk embroidered skirt (sk10) were Rs. 2043/- and Rs. 2037/-, respectively. The hand embroidered work of sk2 was much expensive that the resulted in increase in the cost and sale price, where as sk10 was less costly than sk2 due to its low expenditure on hand embroidery charges. The total cost for preparing pink colour cotton hand embroidered

<table>
<thead>
<tr>
<th>Products</th>
<th>Articles</th>
<th>Suitability of fabric used</th>
<th>Colour combination</th>
<th>Neatness and clarity of design</th>
<th>Economic feasibility</th>
<th>Overall appearance</th>
<th>Acceptability scores</th>
<th>Rank within group</th>
<th>Overall rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dupatta</td>
<td>D7</td>
<td>4.9</td>
<td>5</td>
<td>4.9</td>
<td>4.4</td>
<td>5</td>
<td>4.8</td>
<td>I</td>
<td>IV</td>
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<tr>
<td></td>
<td>D5</td>
<td>4.6</td>
<td>3.8</td>
<td>4.1</td>
<td>3.8</td>
<td>5.0</td>
<td>4.2</td>
<td>II</td>
<td>VII</td>
</tr>
<tr>
<td>Skirt</td>
<td>Sk2</td>
<td>5</td>
<td>4.9</td>
<td>4.8</td>
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<td>4.8</td>
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<td>I</td>
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<tr>
<td></td>
<td>Sk10</td>
<td>4.6</td>
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<td>4.2</td>
<td>II</td>
<td>V</td>
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<tr>
<td>Blouse</td>
<td>B1</td>
<td>4.9</td>
<td>4.8</td>
<td>4.9</td>
<td>4.4</td>
<td>4.9</td>
<td>4.7</td>
<td>I</td>
<td>III</td>
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<td></td>
<td>B3</td>
<td>4.7</td>
<td>4.2</td>
<td>4.2</td>
<td>4.1</td>
<td>4.6</td>
<td>4.3</td>
<td>II</td>
<td>VI</td>
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<tr>
<td>Palazzo</td>
<td>P1</td>
<td>4.9</td>
<td>4.9</td>
<td>4.9</td>
<td>4.7</td>
<td>4.7</td>
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<td>P8</td>
<td>4.7</td>
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<td>4.4</td>
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<td>II</td>
<td>VIII</td>
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palazzo (p1) and green colour cotton hand embroidered palazzo (p8) were Rs. 1325/- and Rs. 1331/-, respectively. P8 came to be the highest costly because of its much expensive embroidery, whereas p1 was least costly due to less expenditure on hand embroidery charges.

Statistical analysis also revealed that the calculated values of F due to various types of product as well as due to various parameters are more than their respective table values of F at 5% probability level. Therefore it can be concluded from the above tabular data that there is significant
difference between the 4 types of product as well as between 5 parameters as regards to acceptability scores. Hence it is concluded that the parameters as well as types of product affect the acceptability of various apparel products. Similarly the calculated values of F due to various types of products as well as due to various parameters are more than their respective table values of F at 5% probability level. Therefore it can be calculated from the above tabular data there is significant difference between the 4 types of products as well as between 5 parameters as regards to acceptability scores.

**Conclusion :**

The motifs of “Kutch” and “Kathiawar” embroideries were highly appreciated for development of fusion designs for apparels items. Apparel items including dupatta, skirt, blouse, palazzo. All the prepared articles were highly appreciated and well accepted to visual evaluation and cost effectiveness. The designs prepared by CAD were successfully applied on apparels items using hand embroidery Among all the prepared apparels, white skirt with peacock motif and pink palazzo with traditional motif were most preferred articles, with regards to arrangement of motifs and colour combination and overall appearance. The sale price of apparels articles was ranged between (Rs. 675/- to Rs. 2043/-).

**REFERENCES**


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