

## **Net: Designing and evaluating consumer acceptance for formal wears**

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### **INTRODUCTION**

Net is a textile product in which the yarns are looped or knotted at their intersection resulting in a fabric with open space between the yarns. In other words net is an open mesh in form of fabric that is held together by knots or fused at each point where the yarn crosses one another. It looks very attractive. It is very comfortable and very light weight fabric in all seasons. It is a smooth fabric which gets softer and finer on washing. Net Fabric is used for a variety of applications. In formal fashion, it is used to create sections of the saree, a gown or a tunic. Several fashion leaders have been seen invariably adorned in dresses made out of this fabric. It looks functional and aesthetic at the same time. Fabrics like cotton, wool, and silk have also been in comparison with net.

The researcher is inspired to undergo the present study with the following objectives :

- To study the origin and types of net
- To design and construct formal wear dresses using net fabric
- To evaluate the consumer acceptance for net dresses

The study is limited to machine manufactured net only.

### **Origin:**

Net traces its origin to the Victorian Era. Early nets were made by hand-knotting yarns at each point of intersection to produce a specific geometric pattern. Prior

to 1809, nets were made by hand. In the year 1809, machine produced knotted nets were so meticulously produced that few people could distinguish between machine made and handmade net. According to one group of historians, the oldest net sari is traced to the Pre-Mughal Era, in India. It was used mostly by women in the court and as they gave away more and more of their belongings (as it was a custom to refrain from repeating garments), this style filtered into the sartorial choices of the en masse. While others believe that net was introduced in India during the British Empire and was worn when Indian women wanted to adopt the fashion styles of the British women.

**Types** Nets have been constructed using Tricot, Raschel or Bobbinet knitting machines. In **Raschel** and **Tricot** machines, the yarns are only inter-looped and not knotted. These knitted nets lack the stability of those constructed by knotting technique, and ravel out easily. It may be made of any kind of fibre and may be given a soft or stiff sizing.

**Bobbinet** is made with the help of hexagonal mesh. This enables the net to be very thin and transparent and is mostly used in bridal wear to add more fullness to the garment. Though it is very thin, this type of net can be found with stone or pearl embellishments as the fabric is sturdy enough to support a few scattered adornments here and there.

**Tulle** is a machine made net. It can be made of nylon, polyester, silk or cotton and is found in such diverse items as bridal veil. Tulle is a versatile fabric. One of the

most useful properties of tulle is its stiffness. The stiffness of tulle gives ballerina tutus their distinctive shape. Tulle underskirts are used to give formal dresses a bouffant look, puffing out the outer layer of a dress. Many yards of tulle are used in bouffant underskirts. The lightweight quality of tulle is a great asset in garments, allowing enormous amounts to be used to create the desired volume without weighing down the wearer. The lightness is beneficial in decorating as well.

**Malline** has diamond shape holes. The fabric is very fine.

**Point d'esprit** is different from other varieties of net, in the sense it has decorative dots. The dots may be either embroidered or flocked. This type of net is widely used in the designing of women headgears and hats.

**Fishnet** resembles a fisherman's net and thus derives its name. It is tied coarsely with larger openings in the yarn than its other counterparts.

**Filet net** is made with the help of a square or diagonal mesh, either of same size or may be in different size. Filet is a general term used for different techniques of embroidered or knotted nets. The holes that are formed are, therefore, hexagonal in shape and have a very diaphanous look.

### **Consumer friendly properties of net:**

The mesh fabric has a variety of uses from sports jerseys and bridal gowns to chicken coops and fences. The fabric is extremely versatile because it can be made from almost any material in a plethora of styles (Paitel, C).

**Transparency** is one of the most important qualities of net. Types of net vary in transparency depending on the material used and the tightness of the knotting. For example, chicken wire is transparent because of its very wide knots. Bug netting is also transparent despite the tight knot structure. This is because the thread used in bug netting is very fine. Other types of netting, such as the mesh on sports jerseys, are not entirely transparent, but it does have tiny holes to allow the fabric to breathe and dry quickly.

Net has a **particular pattern**. There are several types of mesh like square, hexagonal, and octagonal. The range of mesh size is from coarse and opens to a fine network. Some patterns are visible as a part of the fabric design. Others are invisible pattern of knots that make up the fabric itself. Some of the knotting patterns are elaborately used in design. Others are simple squares or

hexagons.

All the tiny holes between the knots in net make the fabric extremely **breathable**. Mesh net is used for sports jerseys because it does not keep in heat and dries quickly.

Net is a **flexible** fabric because the pattern of knots mould to whatever shape the designer wants. Softer meshes, such as netting on butterfly nets, are soft and flexible to protect the delicate butterfly's wings. On the other hand, chicken wire is bendable to the shape of the coop but maintains its shape and strength once in place. It is also used on dresses and petticoats to add volume because of its potential stiffness. The amount of flexibility in the netting depends on the material and the size of the knots. Almost all types of net are stretchable. The knots or loops allow the fabric a wide range of stretch in every direction.

The only drawback of this fabric is that it is relatively fragile and requires care in handling and cleaning. Torn net fabrics cannot be satisfactorily mended because the repairs are visible. The comparatively large mesh of knotted net does not slip, spread or distort during use.

## **METHODOLOGY**

The research study was conducted in the Amritsar city (Punjab). Observation cum interview schedule was used in order to assess the choice of the respondents. The interview schedule was prepared to collect the required information related to various objectives of the study. The Interview schedule consisted of three major sections. Section I- included personal demographics of the respondent, relating to the age, religion, address, family, occupation, an estimated monthly income. Section II included questions pertaining to the choice of the respondents as well as their shopping details. Section III consisted of questions pertaining to designs created and ranking. The ranking charts were prepared with questions like suitability of the fabric, colour combinations, overall appearance, and cost estimation. A sample of 50 respondents who were girls in the age group of 18 years to 21 years was selected through random sampling.

## **MAJOR FINDINGS**

The analysis of the data is an important criterion of any research study. Age, family type, religion, education, and form the important indicators while assessing the choice of clothes of an individual. Prevailing clothing

trends as well as choice of the individual by and large are the outcome of their age, physical structure, area, family type, income, occupation, religion and such other personal demographics. These indicators provide analysis of the study in a systematic way.

- Distribution of the respondents according to the personal demographics reveals that the largest segment of the respondents (38 %) are in the age of 18 years, while 26 per cent respondents belong to 20 years of age. The smallest segment of the respondents (18 %) is found in the age of 19 and 21 yrs each.

- The data pertaining to distribution of the respondents according to their family type shows that majority of the respondents (74 %) belong to nuclear families, while the rest of the respondents (26 %) have joint families.

- The data shows that maximum respondents (56 %) belong to the family whose head is involved in primary occupation. Further, 36 per cent of the respondents belong to families with occupation pertaining to secondary sector and 8 per cent of the total respondents belong to the tertiary sector.

- Large number of the respondents (54 %) has total family income between Rs 25000 to 35000/ per month While 26 percent of the respondents have total family income less than Rs 25,000/per month. A considerable percentage of respondents (20 %) have total income more than Rs. 35,000/per month.

- Almost 80 per cent of the respondents buy their clothes themselves while the rest 20 per cent do not buy clothes on their own; instead take the help of the relatives/ friends.

- Majority of the respondents (34 %) prefer black colour, with 30 per cent like to wear blue and 18 per cent respondents likes red colour and its shades. Whereas, 14 per cent of the respondents like wine colour while only 40 per cent respondents like to wear orange shades.

- Further, probing about the reason for selection of branded clothes, it is found that 48 percent like the branded clothes due to latest design features. It is observed that 30 per cent of the respondents view that branded clothes is comfortable. Whereas 8 per cent give their views relating to price and durability each. Only (6 %) view that branded clothes are selected because of trendy colour combinations.

- A large proportion of the respondents (86 %) showed their liking for net fabric, whereas 14 per cent of the respondents did not like to net fabric.

- Type of net fabric is also an important query for the study as it reflects the individual's personal choice while buying an outfit. The largest proportion of the respondents (52 %) like Tulle while 30 per cent of them like filet net whereas 30 per cent like to wear any soft net.

- Majority of the respondents (59 %) prefer readymade clothes, while 37 per cent respondents like tailor made clothes. Very few respondents (4 %) were found to wear home stitched dresses.

- Current fashion trends keep oneself in vogue and it is reflected through the choice of clothing as well. Around 88 per cent of the respondents follow fashion. Whereas 12 per cent of the respondents do not seem to follow prevailing fashion.

### Style Reading of the selected designs:

**Design no.1 (D1)** is a knee length dress in teal grey. It is sleeveless with square neck. The dress is highlighted with asymmetric net peplum. It also has a big rose in similar net. Estimated cost is Rs. 1465.

**Design no. 2 (D2)** is knee length, sleeveless dress with flared-Pleated skirt portion. The dress is belted at the waist with boat neckline. It is a combination of pure silk in ink blue with ruffled net, down the yoke to the hip length. Estimated cost is 2600.

**Design no.4 (D4)** is off shoulder, knee length dress in a combination of fresh green and Indian pink. The lower part of the dress is three-tiered (green), using Point D'Esprit net in golden dots. The dress is emphasized with contrasting 3-tiered ruffle sleeves (Indian Pink) giving a flounce to the dress. Estimated cost is Rs. 2140.

**Design no.5 (D5)** is a knee length dress with halter neckline, convertible collar. It has a combination of cotton silk and Tulle net in subdued saffron handkerchief ruffles. Estimated cost is Rs. 1430.

**Design no.6 (D6)** is a knee length flared dress in a combination of red silk with copper net. The yoke and full sleeves are in net fabric. The sleeve has lantern fall from elbow till wrist.

It has ruffled bottom edge in net fabric. Estimated cost is Rs. 2070.

- The ranking of designing of net dresses was done on the basis of suitability of fabric by the respondents. It was observed that D5 was given rank I whereas D2 was ranked II and D4 was given as rank III.

- The ranking was done on the basis of colour combination for designing of net dresses. It was noticed

that D2 was given rank I and D5 was given rank II whereas D6 was given rank III.

– When the ranking was perceived for designing of net dresses on the basis of overall appearance, it was observed that D5 was given rank I where as D2 was given rank II and D4 was ranked as III.

– When the designs were evaluated on the basis of cost estimation of the dresses, it was revealed that D5 was ranked as I while D2 was given rank II and D1 was given rank III.

Net is thus used for a wide variety of applications in designing. The formal dresses designed with net fabric are appreciated by majority of the respondents. They reflect innovation and a perfect blend with the contemporary styles. However the westernized look along with the traditional, as well as comfort essence makes this fabric a winner.

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