

A-Line Development of Chikankari Indo Western Fusion Apparel for Adolescent Girls

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ABSTRACT

The study aimed to create a fusion of Indian and Western textile art and culture by combining the chikankari embroidery art of Lucknow with the patterns of Indian and Western culture. The objective was to create five clothing sets for five events: I. Daily College Wear II. Formal Events such as Conferences, Seminars, and Viva/Practical Sessions III. Patriotic Events include 15th August, 26th January, and 2nd October IV. College Informal Events include farewell, fresher day, and annual day V. Festivals such as Holi, Diwali, and marriage functions. To achieve this, the researchers developed 20 sketches, with four sketches per event. Adolescent girls from the University of Lucknow and three affiliated colleges with the same university across Lucknow were chosen by a simple random sampling method. They were then asked to choose one sketch out of four per event. The most chosen sketches were then developed into garments. Finally, the developed garments were tested on wear trial by adolescent girls.

Key Words : Chikankari Embroidery, Indo-Western Fusion, Wear Trial, Formal Events, Patriotic Days

INTRODUCTION

Chikankari is a beautiful embroidery art form from India known worldwide, but it can be expensive due to its labour-intensive nature. This makes it difficult for lower and middle-income groups to afford it for events. In the present era, where Indo-western styles are highly favoured by the youth, combining both can enhance sales of chikankari. This fusion can meet the requirements of Indian culture, fashion, and affordable clothing.

Origin and History of Chikankari Art:

Chikankari originated in the Mughal courts around 1600 A.D. and spread to Bengal, becoming regal embroidery for the nawabs of Awadh. The term “chikan” has Persian roots and was historically associated with gold thread and quilting. Despite facing a downfall during Asaf-ud Duala’s rule in Lucknow, chikankari experienced a revival in the 1980s, expanding to include commercial items like ladies’ kurtas. The Lucknow chikankari process

involves cutting, stitching, block printing, embroidery, washing, starching, ironing, and packaging. The craft gained commercial significance in 1932, with notable contributions from the Self-employed Women’s Association (SEWA) in improving craft conditions. In the British Raj, educated Indian women pioneered early Indo-western designs, pairing sarees with puffy-sleeved blouses. Post-independence, western and Indian fashion elements influenced each other. Despite the popularity of Indo-western fashion, there is a research gap in incorporating chikankari into contemporary clothing for adolescent girls. This research aims to develop culturally significant Indo-western fusion options for late-adolescent girls.

METHODOLOGY

This research was conducted in four phases: Formative Research, Summative Research, Process Research, and Final Product Development. A total of

400 samples were collected using simple random sampling. Initially, 250 undergraduate students from the University of Lucknow were chosen, and 50 undergraduate girls were selected from each of the three colleges affiliated with the same university, namely Pt. Deen Dayal Upadhyay Government Girls Post Graduate College, Rajaji Puram, Lucknow, Mahila Vidyalaya Degree College, Aminabad, and Lucknow Netaji Subhash Chandra Bose Girls Government Degree College, Aliganj.

A pilot study was conducted to form the questionnaire sketches, which were presented to the target girls. Their choices were developed in the final stage. A combination of descriptive and exploratory research design was used to conduct the research.

RESULTS AND DISCUSSION

The study's results along with a discussion obtained from the collected data of the respondents from the

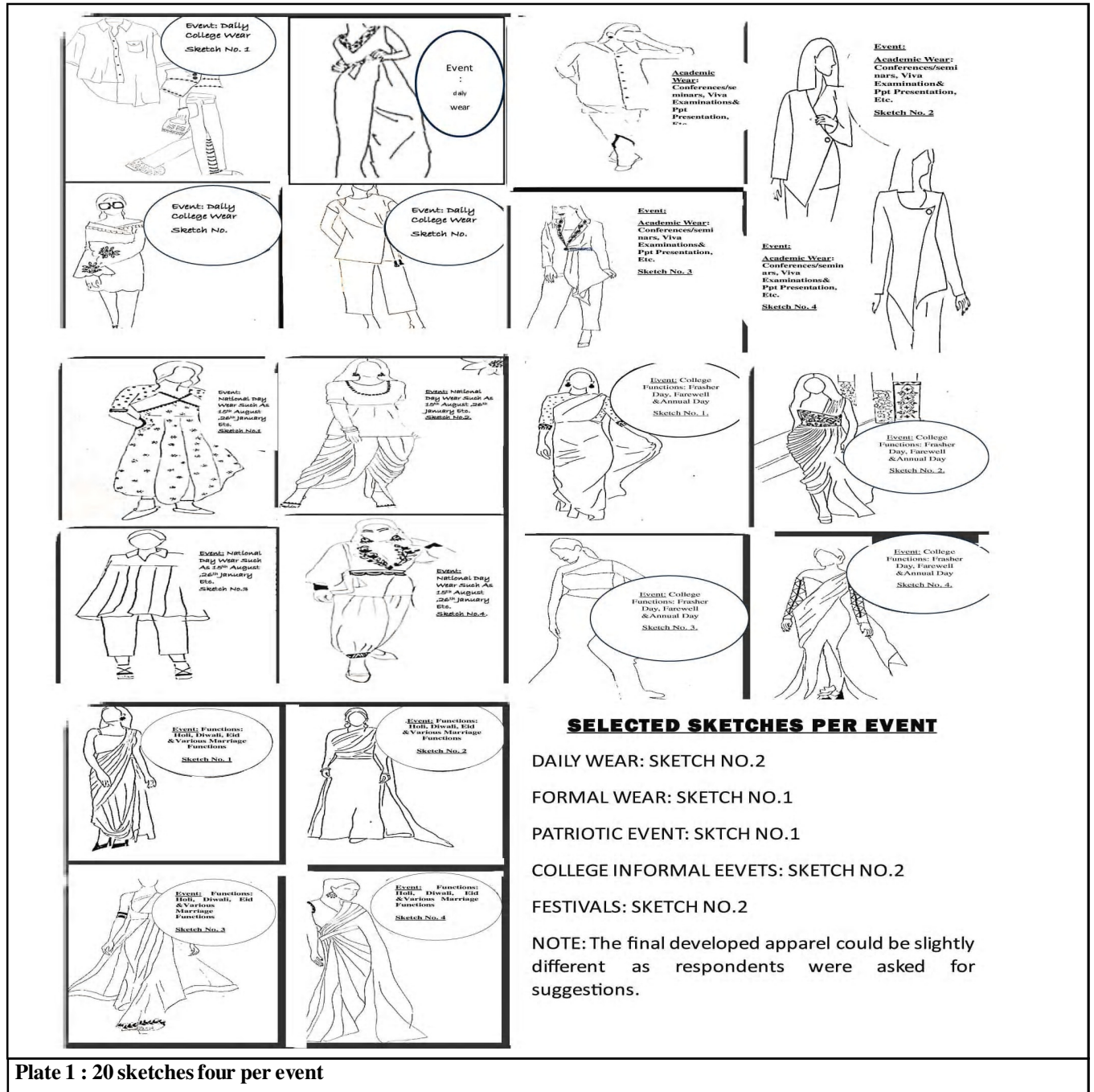


Table 1 : represents the sketch preferences of respondents (N :400)

		Frequency	Percentage	Mean	SD
1. Daily College Wear	S.1	102	25.5	26.415	6.03
	S.2	136	34		
	S.3.	92	23		
	S.4.	70	17.5		
2. Formal Clothing For Academic Events: Seminars, Conferences, Presentations, Workshops, Practical Sessions, etc.	S.1	121	30.25	25.65	3.02
	S.2	102	25.5		
	S.3	76	19		
	S.4	101	25.25		
3. Patriotic Day Wear: 15 August, 26 January, 02 October etc.	S.1	116	29	25.28	3.39
	S.2	96	24		
	S.3.	101	25.25		
	S.4	87	21.75		
4. College Functions: Fresher Day, Farewell and Annual Day College Functions, etc.	S.1	118	29.5	25.59	3.51
	S.2	112	28		
	S.3.	87	21.75		
	S.4	83	20.75		
5. Festive Wear: Holi, Diwali, Eid, and any other Functions Such as Functions Related to Weddings	S.1	85	21.25	26.29	5.27
	S.2	136	34		
	S.3.	102	25.5		
	S.4.	77	19.25		

University of Lucknow and 3 affiliated colleges with this same university.

Preferences of respondents for sketches are as follows: for the first event daily college wear: sketch number 2 was the most preferred choice with 136 respondents which constituted 34 per cent for the second event formal wear sketch 1 was the most preferred choice with 30.25 per cent cent, III: Patriotic Days: 26th January 15th August, 2nd October etc., Sketch 1 was the most preferred choice with 29 per cent IV: College Functions/Events: Fresher Day, Farewell and Annual Day etc., Sketch 1 was selected by 29.5 per cent this value

indicated the highest number of respondents. V: Festive Wear: Holi, Diwali, Eid, and Wedding Functions, the preferences of respondents for all four sketches are as follows: Sketch 2 was most preferred with a value of 34 per cent (the highest number of respondents).

The conclusion drawn from this data presented in the Table 1 is that the most preferred sketch from all five events will be developed for the selected age group of girls.” However, before final apparel development, respondents’ preferences were also evaluated in three key areas within the final five selected sketches per event: Preferable Embroidery Pattern, Preferable Fit and

Table 2 : Distribution of respondents based on choices considering three criteria Preferable Embroidery Pattern, Preferable Type of Fit and Preferable Cost Range

Event: Daily College Wear							N:136	
Preferable Embroidery Pattern	F	%	Preferable Types of Fit.	F	%	Preferable Cost Range	F	%
a. Intricate all over Pattern	34	25.00%	a. Loose Fit	54	39.71%	a. Below 500	19	13.98
b. Butta pattern	21	15.44%	b. Moderate Fit	31	22.79%	b. 500-1000 rupees	39	28.67
c. Embroidery on the neck, sleeve and hemline collectively.	24	17.65%	c. Well Fitted	18	13.24	c. 1001-1500 rupees	57	41.91
d. On one specific part of clothing such as sleeves, hemlines necklines, etc.	57	41.91%	d. Customized fit	33	24.26	d. 1501-2000 rupees	21	15.45
Total	136	100	Total	136	100	Total	136	100
Mean	42.56				33.2		1096.35	
SD	13.42				9.24		473.62	

Preferable Cost Range. All these considerations ensure that the final product aligns with the target demographic's preferences and budget, enhancing its market appeal and potential for success.

According to this Table 2, Embroidery Pattern Preference: Respondents show a predominant preference for embroidery on one specific part of clothing, indicating a strong inclination towards such detailed designs. Types of Fit: The Loose Fit stands out as the most preferred fit type, although there's considerable diversity in preferences across different fit categories. Cost Range Preference: Preferences vary widely across cost ranges, with a significant proportion favoring the mid-range (1001-1500 rupees) while showing diverse preferences across other cost categories. Overall, respondents exhibit varying but somewhat focused preferences in embroidery patterns, fit types, and cost ranges, showcasing a diverse range of choices within each criterion.

Table 3 reveals diverse yet focused inclinations: Embroidery Pattern: Preference: Strong inclination

towards detailed designs on specific clothing areas. Average Preference: Highest for embroidery on a specific part of clothing (Mean: 39.36). Variation: Considerable diversity in preferences (SD: 14.58). Type of Fit: Preference: Varied preferences across different fit categories. Average Preference: Highest for Moderate Fit (Mean: 30.45). Variation: Wide variation in preferred fit types (SD: 16.04). Cost Range: Preference: Varied spending preferences across different cost categories. Average Spending: Mid-range preferences (Mean: 1241.79). Variation: Significant diversity in preferred cost ranges (SD: 600.14). Overall, respondents showcase specific preferences within each criterion, emphasizing a penchant for detailed embroidery on specific clothing areas, varied choices in fit types, and a notable diversity in spending preferences across different cost ranges.

Embroidery Pattern Preference:

The highest preference is for embroidery on one specific part of clothing, Type of Fit Preference: The

Table 3 : Distribution of respondents based on choices considering three criteria Preferable embroidery pattern, Preferable type of fit, and Preferable cost range

Event: II: Formal Clothing for Academic Events			N: 121					
Preferable Embroidery Pattern	f	%	Preferable Fit	f	%	Preferable Range of Cost	f	%
a. Intricate all-over pattern	17	14.05	a. Loose Fit	6	4.96	a. Below 500 rupees	14	11.57
b. Butta pattern	21	17.36	b. Moderate Fit	51	42.15	b. 500-1000 rupees	21	17.36
c. Embroidery on the neck, sleeve and hemline collectively and hemline collectively.	30	24.79	c. Well Fitted	31	25.62	c. 1001 -1500 rupees	47	38.84
d. On one specific part of clothing such as sleeves, hemlines necklines, etc.	53	43.80	d. Customized Fit	33	27.27	d. 1501-2000 rupees	39	32.23
Total	121	100	Total	121	100	121	12	100
Mean	39.36				30.45		1241.79	
SD	14.58				16.04		600.14	

Table 4 : Distribution of respondents based on choices considering three criteria Preferable embroidery pattern, Preferable type of fit, and Preferable cost range

Event: III: Patriotic Days Wear			N=116					
Preferable Embroidery Pattern	f	%	Preferable Fit	f	%	Preferable Range of Cost	f	%
a. Intricate all-over pattern	17	14.66	a. Loose Fit	6	5.17	a. Below 500 rupees	14	12.07
b. Butta pattern	21	18.1	b. Moderate Fit	51	43.97	b. 500-1000 rupees	21	18.1
c. Embroidery on the neck, sleeve and hemline collectively and hemline collectively.	31	26.72	c. Well Fitted	26	22.41	c. 1001 -1500 rupees	35	30.17
d. On one specific part of clothing such as sleeves, hemlines necklines, etc.	47	40.52	d. Customized Fit	33	28.45	d. 1501-2000 rupees	46	39.66
Total	116	100	Total	116	100	121	116	100
Mean	3.03				2.99		2.99	
SD	1.11				1.05		1.03	

distribution shows a significant preference for a moderate and customized fit, with a noticeable variation in preferences across different fit types. Cost Range Preference: Respondents show a relatively balanced preference across cost ranges, with a slightly higher inclination towards the 1501-2000 rupees range. There's moderate variability in cost preferences. Overall, respondents demonstrate varied but discernible preferences across embroidery patterns, fit types, and cost ranges for Patriotic Days Wear, showcasing a range of choices and variability within each criterion.

Interpretation : Embroidery Pattern Preference:

Respondents show a relatively higher preference for embroidery on the neck, sleeve, and hemline collectively and on one specific part of clothing. There's some variability in these preferences. Cost Range Preference: Preferences are relatively balanced across different cost ranges, with a slightly higher preference for the 4001-5000 rupees range. There's moderate variability in cost preferences. Overall, for College Functions, respondents showcase preferences leaning towards detailed embroidery patterns and a higher range

of cost preferences, with some variations in these choices.

In this Table 6, the data represents respondents' preference about two criteria Patterns: The mean of 2.31 indicates a slight preference towards pattern option b. all-over Butta patterns or embroidery on key areas like hemlines and borders. Cost Range: The mean of 3.05 suggests a tendency towards the higher end of the cost range, with the "5000+ Rupees" option receiving the most responses. This indicates a willingness to spend more for desired embroidery work. Preferable fit criteria were not given in this event because all the options were saree-oriented and saree.

Final Developed Apparel Based on All the Selected Criteria Mentioned above for Each:

A wear trial was conducted to test the developed garments. Randomly selected 12 adolescent girls were asked to try out the apparel, and the following criteria were evaluated: Statement, Easy to Care, Appropriate Cost, Suitable to the Occasion, and Fusion Look. All the responses were presented in a table format below, with options of Yes or No (Table 7).

Table 5 : Distribution of respondents based on choices considering two criteria Preferable embroidery pattern and Preferable cost range

Event: IV: College Functions: Fresher Day, Farewell, And Annual Day College						N: 118
Preferable Embroidery Pattern	f	%	Preferable Cost Range	f	%	
A. Intricate all-over pattern	17	14.41	a. Below 2000	13	11.02	
b. Butta pattern	21	17.80	b. 2001- 3000 rupees	27	22.88	
c. Embroidery on the neck, sleeve and hemline collectively and hemline collectively.	47	39.83	c. 3001 -4000 rupees	37	31.36	
d. On one specific part of clothing such as sleeves, hemlines necklines, etc.	33	37.97	d. 4001-5000 rupees	41	34.75	
Total:	118	100	Total:	118	100	
Mean		2.5			2.48	
SD		0.68			0.93	

Table 6 : Distribution of respondents based on choices considering two criteria Preferable embroidery pattern and Preferable cost range

Event: V: Festive Wear: Holi, Diwali, Eid, And Other Wedding Functions						N:136
Preferable Embroidery Pattern	f	%	Preferable Cost Range	f	%	
A. Intricate all-over pattern	21	15.44	a. Below 2000	17	12.50	
b. Butta pattern	49	36.03	b. 2001- 3000 rupees	35	25.74	
c. Embroidery on the neck, sleeve and hemline collectively and hemline collectively.	39	28.68	c. 3001 -4000 rupees	33	24.26	
d. On one specific part of clothing such as sleeves, hemlines necklines, etc.	27	19.85	d. 4001-5000 rupees	51	37.50	
Total:	136	100	Total:	136	100	
Mean		2.31			3.05	
SD		0.81			0.94	



EVENT: DAILY COLLEGE WEAR

Dress Description: - Jumpsuit

Specifications: -

Fabric: Khadi Cotton

Neckline: V Neck

Color: Yellowish Beige Color

Embroidery Color: Cream Color

Fit: Moderate Fit

Size	Bust (Inch)	Neck (Inch)	Waist (Inch)	Sleeve (Inch)	Measurement from Shoulder To Ankle (Inch)
S	32	09	28	sleeveless	53

Cost Chart

Fabric	Thread	Stitching	Embroidery	Embellishment	Estimated Cost: 1000-1500
Total 3 Meter 200/ Meter	6 Skeins 20 /Skein	Self-Stitched	Self-Embroidered	Tiny Transparent Bead	Total Cost:820



EVENT: FORMAL ACADEMIC WEAR

Dress Description: - set of 3 long shirts tulip pants and a lacy vest. This set features a moderate-fit long shirt and tulip pants with a lacy vest bust

Specifications:

Fabric: Mixed Silk

Color: beige and cream

Embroidery color: cream

Embroidery work is done in diagonal lines creating a downward v from the neckline to the hemline on the bust area and the border of the sleeve.

Fit: Moderate fit.

Size	Bust (Inch)	Neck (Inch)	Shoulder	Waist (Inch)	Sleeve (Inch)	Measurement from Shoulder to Ankle (Inch)
M	36	07	14	32	Half Sleeve	Length 53
Cost Estimation						
Fabric	Thread	Stitching		Embroidery	Estimated Cost: 1000-1500	
1.5 Meter For vest 2 meters for tulip pant	7 Skeins	Pre-Stitched Shirt 900 rupees and Other Pieces Self-Stitched		Self Embroidered		
Vest:100/meter pants:170/meter	20 Per Piece	-		The old stock was used	Total Cost:1,440	



EVENT: PATRIOTIC DAYS: 26TH JANUARY, 15TH AUGUST AND 2ND OCTOBER ETC.

Dress Description: Set of flared cowl kurta and skirt. This kurta features an achkan-style bust area and a long cowl-style front panel from the waistband, which creates the illusion of a dhoti and kurta. It is paired with a simple tiered skirt. The kurta can be worn as a dress and can also be paired with other options such as palazzo or straight pants.

Specifications : Fabric: Viscose Cotton

Neckline: Pointed U -Neck

Color : White

Embroidery Color: White Embroidery work done at the diagonal panel on the bust area and the border of the sleeves

Embroidery stitches: Ghaas patti, murri and satin work

Fit: Moderate fit.

Size	Bust(Inch)	Neck (Inch)	Shoulder (Inch)	Waist (Inch)	Sleeve (Inch)	Measurement from Shoulder to Ankle (Inch)
M	36	07	14	32 (both skirt and kurta)	half sleeve	Length 53(kurta) Skirt (36 inch)
<u>Cost Chart</u>						
Fabric	Thread	Stitching	Embroidery and Embellishment	Estimated Cost: 1500-2000		
Total 4 Meter 260 /Meters Got It In 1000 Rs.	7 Skeins 15 /Skein (105)	Self-Stitched	Self-Embroidered Gota Patti Embellishment	1105 + extras 200 Rupees = 1200+		



EVENT: COLLEGE INFORMAL FEST/EVENT: FRESHER, FAREWELL DAY AND ANNUAL DAY

Dress Description: Ready to Wear Pre-Stitched Saree with Tube Top

Embroidery Stitches: Shadow Work, Murri, Phanda, Chain, Bak Satinand Back Stitch

Cost Chart				
Fabric Thread	Stitching	Embroidery	Embellishment	Estimated Cost: 5000
6 Meter for Saree -	The saree was altered and pre-stitched to make it ready to wear. Top part was pre-stitched and altered accordingly	Embroidered By a Worker Named Julee	The saree is adorned with small pink beads and tear-drop beads at the bottom of the palla.	
3000/- 750per meter	700 Rs.	1200	250	Total Cost:5,150



EVENT: FESTIVALS SUCH AS HOLI DIWALI ANF MARRIAGE FUNCTIONS

Dress Descriptions: Set of Saree Lehenga and Corset Top

Dress Color: Cream White

Embroidery Color: White and Cream

Embroidery Stitch: Bakhia, Murri, Chain, Back and Satin Stitches.

Measurements (Inch)

Size	Bust (Inch)	Neck (Inch)	Waist (Inch)	Sleeve (Inh)	Lehenga:40 Inches (Total Length) Waist:32 Inches Saree: 6 Meters
M	36 (corset)	09	28 (skirt)	sleeveless	

Cost Chart

Fabric	Stitching	Embroidery and Embellishment	Estimated Cost: 5000+
6 Meters for Saree (Kota Doria) 6 Meters for Lehnga (Machine Work Georgette Fabric)	The Corset was Pre-Stitched. The Lehenga was Stitched by the Researcher with the Help of a Friend Named Priyanka Verm.	Embroidered and Embellished by the Researcher with the Help of a Friend Named Priyanka Verma	
Saree: 700/Meters Lehenga; 500 /Meters		Thread, Lace, Bead and Shells:600 Rupees	Total Cost:5300

Table 7 :

Events	Statements	Yes		No	
		F	%	F	%
Daily College Wear	Easy to Care	10	83.3%	2	17%
	Appropriate Cost	9	75%	3	25.00%
	Suitable to the Occasion	10	83.0%	2	16.67%
	Fusion Look	10	83.33	2	16.67%
Formal Wear	Ease of Care	9	75.00	3	25.00%
	Cost	11	91.67	1	8.%
	Suitability to the Occasion	11	91.67	1	8%
	Fusion Look	10	83.33	2	16.67%
National Wear	Ease of Care	9	75.00	3	25.00%
	Cost	9	75.00	3	25.00%
	Suitability to the Occasion	11	91.67	1	8.33%
	Fusion Look	11	91.67	1	8.33%
College Event	Ease of Care	7	58.33	5	41%
	Cost	8	66.67	4	33.33%
	Suitability to the Occasion	8	66.67	4	33.33%
	Fusion Look	8	66.67	4	33.33%
Festive Wear	Ease of Care	9	75	3	25.00%
	Cost	8	66.66667	4	33.33%
	Suitability to the Occasion	11	91.66667	1	8.33%
	Fusion Look	9	75	3	25.00%

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