

Contemporary Revival of Indian Traditional Textiles: A Step for Future

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ABSTRACT

India has a diverse and rich culture. It has a variety of intricate and rich traditional textiles that are known for their unique motifs and vibrant color combination. Indian traditional textiles have their unique identity all around the world. This is the time of fast fashion and digitalization, there is a need for the contemporary adaptation in fashion and reviving the rich heritage and rich textile of India by the use of fusion in styles and techniques in designing. It is the great initiative taken by the designers and artisan they have provided a great and new identity to Indian textile by the use of their innovative and contemporary aesthetic sense. Contemporary adaptation does not provide the new look to the traditional textile along with making it acceptable in global fashion. In recent times contemporary adaptation is applied on various stages and designs. There are some fields of textile that need contemporary aesthetic adaptation and revival of Indian traditional textile; Revive to faded hand woven and handspun fabric, Block Printing and Ajrakh, Fabric embellishments, digital printing by the use of traditional motifs, fusion of traditional and western styles, generated global identity and demand for traditional Indian textiles, reviving dyeing and printing techniques etc.

Key Words : Revival, Textile designing, Fusion, Textile, Fashion

INTRODUCTION

India has remarkable textiles which are known for their ancient weaving techniques and rich aesthetics. Popularity of these traditional textiles are based on their intricacy and styles. Traditional textiles hold a rich history and background. They are often using handmade techniques which are passed through generations to generation by artisans. These traditional textiles are not popular for their aesthetic appeal, but influence the emotional, cultural and symbolic significance for societies. Indian traditional textiles have their unique identity all around the world. Now in the time of fast fashion and digitalization, there is a need for the contemporary adaptation in fashion and reviving the rich heritage and rich textile of India by the use of modernization in styles and techniques in designing. It is the great initiative taken

by the designers and artisan they have provided the great and new identity to the Indian textile by the use of their innovative and contemporary aesthetic sense. Contemporary adaptation does not provide the new look to the traditional textile along with making it acceptable in India and outside both. In recent times consumers are more conscious and aware of products that align with their personal values and beliefs. As a result, the demand is increased for products that are authentic and reflect cultural heritage.

Historic Context:

Indian textile traditions are the finest textile in the world. Ancient techniques of dyeing, weaving and surface ornamentation are used in traditional textiles. The Indian textiles' roots and evidence are found in Harappa And Mohenjo-Daro in the Indus Valley to 5000 years back.

Indian textile history is enriched with the skilled weavers, inventors, dyers and handicrafts men. The variety of intricate designs in weaving. In the past the traditional textiles were present with the creative knowledge of craft and maximum utilization of limited available resources. The journey of Indian artisans and workers was not easy under British rule. The Indian leader and freedom fighter Mahatma Gandhi gives importance to hand spun textiles and Khadi. He provided support to Indian craftsmans and hand spun textiles by awaring people to use Indian products called 'swadeshi' Each state of India displays a variety of traditional textiles and handicrafts products which influence the religion and culture of different states. Indian traditional textiles can be classified according to the region of production.

Need of Contemporary adaptation in Revival of Traditional Indian Textiles:

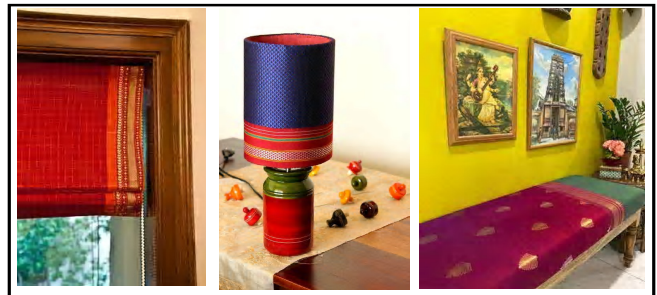
Young Indian designers, fashion artists have focused on the adaptation of contemporary art to revive the traditional textiles of india. The need for revival is required in various fields of manufacturing and designing of textiles. It is a collaborative conscious effort to provide the new identity to Indian Textiles. Now it is necessary to preserve our traditional textiles and culture and evolve and give a new identity to the current culture. Contemporary adaptation not only increases the demand of Indian textile along with giving more work to our rural skilled artisans. It provides more employment opportunities to the weavers and artisan. The term slow fashion promotes handloom revival and awareness that consumers need to consume less. While buying something of quality which was made skillfully.

Contemporary Revival and innovations:

Handloom revival:

Handloom sector is playing an important role in the growth of India. Today the demand for hand weaving is decreasing day by day due to the old fading weaving techniques. The various organizations, designers and artists have come together for the revival of traditional Weaving techniques. It provided better opportunities to the weavers in getting fair wages. The main handloom clusters such as Benaras, Chanderi, Ajrakhpur have a great experience in a revival with contemporary innovation in traditional weaving practices. Maheshwari sarees are known for their rich and elegant fabric. According to the demand and acceptance of the

contemporary market NIFT students convert the maheswari fabric into the home furnishings by using the Ikat dyeing techniques.



Fusion of traditional and Western:

Many fashion organizations and designers have been experimenting with the blending of traditional Indian textile with western style. The fusion has provided the modern style to the traditional textiles. This fusion has resulted, demand for the traditional textiles to be increased for both national and international markets. The improvisation to be required in draping styles, dresses, silhouettes and stitching details etc.

Introducing innovative designs and color combinations:

Fashion designers are continuously making an effort for updating designs according to the trend and exploring and introducing the new color in traditional textiles. for eg. After independence, the traditional textiles of Maheshwari fabric experienced a major decline in its demands and productivity, with the great initiative of "Rehwa" (a non-profit organization) the reputation of the fabric was revived to a great improvisation. The traditional Maheshwari textile was available in limited colors but with the modernization, light colors have been introduced with the combination of golden and silver threads.

Digital printing by using traditional motifs:

The development of digital printing has a number of uses in the field of textile designing. The traditional textiles are known as their traditional practices of printing but for updating the designs there has been used digital printing technology to develop the contemporary design inspired by the traditional Indian motifs. Digital printing is a fast technique for the experiments for maintaining the essence of Indian textile.



Fabric embellishments techniques:

Indian fashion designers adapted new techniques of fabric surface embellishments with traditional embroideries. These techniques add the additional beauty and detailing in traditional embroidered textiles.

Fashion Events and Shows:

The fashion event and the fashion exhibition are the platform for the designer to showcase the innovative collection, inspired from the traditional textiles of India. Fashion events create awareness and promote traditional Indian textiles internationally. These events and shows provide the space to the young designers, artists and buyers for exchanging the ideas.



Suggestions:

Sustainable practices and organic textiles may be used with the blending of traditional art. Natural dyes to be in ancient techniques of printing like: Ajrakh block Printing, Dabu, Bagru and Sanganeri printing etc. Skill developing training and capacity building programmes to be introduced for the preservation of Indian traditional textiles. Financial support to be provided by the government for artisans and weavers to support their traditional craft .

Conclusion :

In recent times, the demand and production of traditional textiles have increased due to the adaptation of innovative techniques and ideas in the field of traditional textiles. Combination of advanced modern technologies and traditional arts placed the traditional textiles on an international level. Indian fashion designers play an important role in the revival of India textile. Ritu Kumar, Krishna Mehta and Anita Dongre are continuously working to preserve traditional fabrics. Anita Dongre launched her brand dedicated to traditional Indian textiles (India’s handmade textiles).

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हिन्दी संसार एनआईएफटी में 21 को चार अलग-अलग राउंड में होगा फैशन शो, दिखेंगे स्टूडेंट्स की क्रिएटिविटी

चंदेरी, महेश्वरी, बाग प्रिंट के डिजाइनर ड्रेसेस करेंगे पेश

दैनिक भास्कर 14.07.18

निपट का फैशन शो 'वस्त्र विन्यास' 21 को

कंटेम्पेरी फैशन ड्रेसेज में दिखेंगे ट्रेडिशनल प्रिंट

इस बार चार राउंड में डिस्प्ले होगा स्टूडेंट्स का कलेक्शन

के ट्रेडिशनल चंदेरी और महेश्वरी से इन्spायर्ड होंगे। जुक्रवार को निपट केम्पस में आयोजित प्रेस कॉन्फ्रेंस में ज्वाइंट डायरेक्टर समीर शुद्ध ने बताया कि यह फैशन शो काफी अलग होगा। इसमें हम ट्रेडिशनल प्रिंट्स को कंटेम्पेरी फैशन ड्रेसेज के फार्म में प्रेजेंट करेंगे। जिसमें टॉप, प्लाज़े जैसे ड्रेसेज तैयार कर प्रेजेंट किए जाएंगे। इस शो के माध्यम से प्रदेस के आर्ट एंड क्रफ्ट हिरिटेज को प्रमोट किया जाएगा। फैशन शो कैम्पियन स्कूल ऑटोडिजाइनर में शाम 6 बजे से होगा।

Patrika 14.07.18

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