

Market Study on the Demand and Supply of Chikankari Indo-Western Fusion Apparel for College-Going Adolescent Girls

NEETU SINGH*¹ AND RASHMI SRIVASTAVA²

¹Ph.D. Research Scholar and ²Associate Professor

¹University of Lucknow, Lucknow (U.P.) India

²Pt. Deen Dayal Upadhyaya Rajkiya Mahila College Rajaji Puram, Lucknow (U.P.) India

ABSTRACT

The purpose of this study is to explore the demand and supply of chikankari indo-western clothing for adolescent girls by visiting various clothing markets in Lucknow. These markets include Halwasia Market, Hazartganj (Chikankari showrooms), Chowk Market (wholesale shops), Aminabad and Wednesday Market, and Gol Chauraha (street and retail shops). Snowball sampling method, conducted using the where various chikankari craftsperson, retailers and wholesalers were visited and asked about the raw material production process and famous styles of indo-western fusion clothing. In addition to this, visual analysis was also conducted. The objective of this study is to create an affordable range of clothing by analyzing the market.

Key Words : Chikankari, Indo-western fusion, Adolescent age group

INTRODUCTION

Indian craftsmen have a proud heritage of nearly 500 years of decorating textiles by various means. The ‘Chikankari of Lucknow’ is considered to be one of the most popular crafts in Uttar Pradesh. “Chikan embroidery in Lucknow is the biggest artisan-based cluster in India. There are about 2,50,000 artisans of hand embroidery associated with this cluster. Apart from this, about 5000 artisans from other fields such as cutting, stitching, and *Jali* work are also a part of this cluster” (Bhardwaj, 2014).

Chikankari work has two famous styles: the flat style and the knotted embossed style. It has six basic stitches, *i.e.*, khatawa, bakhia, taipchi, murri, phanda, and jali. It is also known for the popular shadow work, which is done on the wrong side of the fabric. There are more than 5,000 families in Chikankari crafting around the villages of Lucknow.

In the 1960s and 1970s, Western and Indian fashion mutually adopted elements of each other. This continued through the 1980s and 1990s with multiculturalism in fashion design. Western designers incorporating traditional

Indian crafts, textiles, and techniques at the same time as Indian designers allowed the West to influence their work. Indian women began to wear stylish Indian dresses with Western elements for special occasions as a status symbol. The kurta suit, a traditional garment, has been heavily influenced by Western fashion. This blurs the boundaries between East and West in fashion.

Despite the growing popularity of Indo-Western fashion, variations of Chikankari are more commonly found in ethnic garments than in Indo-Western ones, and there is a shortage of research exploring the potential of incorporating Chikankari embroidery into the design aesthetic of contemporary clothing for adolescent girls.

Youth want these kinds of clothes, yet only the most basic styles are accessible, so the current primary goal is to generate new designs. The study aims to analyze the demand and supply of Indo-Western style in the market and develop a line of Chikankari Indo-Western fusion clothing.

METHODOLOGY

Extensive market research was conducted to

comprehensively understand the demand and supply of chikankari Indo-western clothing for selected age groups. Various markets from Lucknow were identified for the study because Lucknow is the epicentre of chikankari. The selected markets were visited, and a meticulous examination of the designs, Motifs, and indo-western style of the products was carried out. The study was also aimed at identifying the indo-western demand and supply of chikankari apparel in the markets of Lucknow. The findings of the study will provide valuable insights into the chikankari industry and will be useful for businesses and researchers. The craftpersons, retailers and wholesalers were interviewed by snowball sampling method and their perspectives were taken about recent demand and changes regarding chikankari craft and the current fusion of -western style into it.

Visited Markets:

- Halwasia Market, Hazartganj, Lucknow (Chikankari showrooms)
- Chowk market, Lucknow (Wholesale shops)
- Aminabad and Wednesday market, Gol Chauraha, Lucknow (Street shops, and retail shops).

RESULTS AND DISCUSSION

The study presented a clear and concise analysis of chikankari designs, motifs, production processes, and demand and supply of chikankari indo-western products.

Key Findings From Different Market Analysis:

Traditional Chikankari embroidery was originally done on Muslin fabric using white thread. Over time, the embroidery work expanded to other fabrics such as Organdie, Mulmul, Cotton, and Silk. Chikankari embroidery can be done on any type of fabric, including Voile, Terry Cotton, Chiffon, Handloom cloth, Polyester, Lenin, Khadi Georgette, and Terry voile. The threads used for Chikankari embroidery can vary based on the fabric and design. Fine untwisted cotton or tussah silk threads are commonly in use. Blocks are used for printing motifs khakhas are also used sometimes embellishments like Gota Patti and Mukaish work are also used extensively. Moreover, the apparel encompasses a dyeing process to achieve a diverse color palette, providing an expanded spectrum of creative possibilities (Fig. 1).

Technique and Types of Chikankari Stitches:

Chikankari, an ancient Indian embroidery art, the



embroidery process utilizes a comprehensive range of 32 stitch types, which primarily comprise six to seven foundational stitches. These intricate stitches are expertly used to create various motifs on the fabric surface, these basic stitches are mainly three types which are described below:

1. Flat Stitches	2. Embossed Stitches (grainy effect on fabric)	3. Open Trellis (net-effect)
1. Tepchi	1. Murii	1. Jaali
2. Bakiya	2. Phanda	2. Hool
3. Khatao	3. Ghaas Patti	
4. Gitti		
5. Janjira		

According to the interviewed crafts person/retailer/whole seller it was found out that Tepchi is a popular, cost-effective, and easy stitch technique used for embroidery, which involves parallel rows to fill leaves and petals. Bakhia is another type of flat stitch done from the back side of the fabric with satin or herringbone stitch to create shadow effects. Khatau/katao is a fine type of applique work. Gitti is a wheel-like motif made using satin

stitch and buttonhole. Janjira stitch/chain stitch is used to create the outlines of motifs or as a filling stitch. All of these stitches are produced on a large scale and are popular among buyers.

Embossed/ Raised Stitches:

As the name suggests it means a raised effect on the fabric. It provides a grainy appearance to the fabric Phanda falls under the knotted style and It resembles millet and gives a raised effect. The second embossed stitch is **Murri**: It is the diagonal satin stitch worked several times with a knot on a basic teaching stitch to form a grain shape and Ghaas patti embroidery stitch is the grass leaves formed by a V-shaped line of stitches worked in a graduated series on the right side of the fabric.

Open Trellis (pulled method):

Chikankari embroidery is a delicate technique where the thread is not drawn through the fabric but teased apart by needle and held in place with small stitches to create a net effect. Jaali and Hool stitches are the most popular ones, requiring high-quality materials and skilled workmanship. Other stitches include Pechani, Hathkadi, Banjkali Bijli, Makra, Kauri, Sazi, Karan, Kapkapi, Madrazi, Bulbul-chasm, Taj Mahal, Meharki, Chanapatti, Baalda Kangan, Dhania-patti, Rozan, Jora, Keel Kangan, bulbul, and sidhaul.



Fig. 2 : Chikankari Indo-Western fusion Apparel Samples from Aminabad and Chowk Market of Lucknow

Visual Analysis of Market Samples from Lucknow Market Visual Presentation Research from Different Markets (Fig. 2 to 4):



Fig. 3 : Indo-Western Fusion Apparel Samples from the Hazaratganj Market



Fig. 4 : Indo-Western Fusion Apparel Samples from Online Sources

Market Observation:

Aim : To check the demand and supply of indo-western fusion clothing for late adolescent girls in different markets of Lucknow.

Chikankari Indo-Western Fusion Apparel At The Street Vendors

Aminabad**Buddha Bazaar At Goal Chauraha, Mahanagar)**

On streets, vendors sell short chikankari Kurtis mostly with rough embroidery, mainly in Ghaas patti stitches, with cotton thread in multiple colors and the average cost ranges from 150-500 rupees. Sometimes surplus garments that are good quality products can also be seen and sometimes mirror work can also be seen, but Indo-Western style is not visible as much, only short Kurtis are visible. Machine work on thick Kota fabric commercially selling as chikankari in the lane of Budhh Bazaar at Goal Chauraha, Mahanagar.

Chikankari Indo-Western Fusion Apparel Retail Shops:**Aminabad****Chowk**

Provide a huge variety from rough embroidered to high-quality embroidery work as well as certain Indo-Western apparel, such as co-ords sets, short kurtis, peplum tops with gararas, and some sets of ruffle sarees. However, there is still a significant lack of variation in style and uniqueness. Cost ranges mostly from 400 to 4500

Chikankari at Shops of Manufacturers**Chowk****A To Z Chikankari Wholesale Store old Chowk**

§ Many wholesalers pay the rikshaw/ auto person to attract consumers to their outlet and then charge a high amount from buyers compared to the usual cost. Aside from that, they are willing to show and sell in retail also. Some Indo-Western fusion pieces can also be seen there.

Boutiques and Stores:**Hazarganj Market****ADA Designer Chikan Studio 68, Mahatma****Gandhi Marg, Hazartganj, Lucknow**

are selling better embroidery products which are visually approachable and good quality and they have some good pieces of fusion clothing also.

High-cost range due to available facilities like customization of fabric, pattern and style.

Case Narration:

Shop Name: A To Z Wholesale Chikankari Store

Address: Old Chowk

Name: Ramakrishnan

During the data collection process, one of the first places visited was the A-to-Z Chikankari store in Chauk. Ramakrishnan was interviewed, and he was pleased to participate. He described his role as a bridge between the artisans and crafters who create chikankari products, and the retailers, boutiques, and other businesses that sell them. In this way, he helps to showcase the beautiful work of the artisans to a wider audience. When asked about how he adapted to changing market demands and consumer preferences, he explained that while chikankari is rooted in tradition, it is essential to evolve with changing times. He communicates with artisan partners daily to incorporate contemporary designs and colors. While retaining the core chikankari techniques. Additionally, he keeps a close eye on market trends and customer feedback, which helps him offer products that align with modern preferences without compromising the craft's authenticity.

Conclusion:

According to the findings of this study, Chikankari ethnic wear and Indo-Western fusion clothing are available in a wide range, but the variations are not quite diverse in indo Indo-Western fusion category. It is noteworthy that Chikankari is relatively expensive, making it less accessible for individuals with low to moderate income. Moreover, some vendors in the market sell machine work under the label of Chikankari, which necessitates gaining knowledge about the craft before visiting the market. However, the wholesalers and retailers were very friendly to talk to, and they were willing to modify the designs and patterns.

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