

Unveiling Elegance: The Timeless Journey of India's Saree

ANJALI BHARDWAJ*¹ AND SONAL CHAUDHARY²

^{1&2}Research Scholar

¹Department of Home Science, Banasthali Vidyapith, Aliyabad (Rajasthan) India

²Department of Design, Banasthali Vidyapith, Aliyabad (Rajasthan) India

ABSTRACT

The saree, an iconic garment of India, embodies profound cultural significance, history, and artistic expression. Its centuries-old legacy within the Indian subcontinent reflects grace, elegance, and identity. Renowned for its versatility, diverse draping styles, and a wide array of textiles, the saree captivates with its rich cultural tapestry. This research paper undertakes a comprehensive exploration, delving into the saree's historical evolution, regional variations, intricate designs, and its contemporary influence in global fashion. Through meticulous analysis of craftsmanship, cultural relevance, and the impact of modern trends on this traditional attire, this study aims to illuminate the timeless allure of the saree. By unraveling its intricate details and cultural importance, we not only deepen appreciation for its aesthetic beauty but also contribute to the broader discourse on preserving and celebrating cultural heritage in the dynamic world of fashion and design.

Keywords : Saree, Indian attire, Textiles, Fashion, Culture

INTRODUCTION

The saree, a quintessential element of Indian culture, is a garment that embodies a rich tapestry of history, tradition, and artistic expression. For centuries, it has held a unique and revered place in the hearts of Indians, symbolizing grace, elegance, and cultural identity. This versatile piece of clothing is characterized by its myriad of draping styles and the extensive range of textiles used in its creation. Its significance extends beyond its utility as clothing; the saree serves as a canvas for intricate designs and patterns that tell stories of heritage and heritage (Kapoor, 2020; Roy, 2021; Sharma, 2017).

Objectives:

- To trace the traditional style of draping sarees in India
- To evaluate the consumer preferences using questionnaire
- To develop some designs by keeping these all references on work sheet

- To Evaluate the design sheet by respondents to get most preferred design sheet using questionnaire
- To develop the 4 most preferred design sheets into prototype
- To evaluate the developed prototypes for their acceptability and marketability using questionnaire

Review of Literature:

Collier *et al.* (1991) used a Drape Tester to reveal a strong link between objective fabric drape measurements and subjective assessments. Their research highlighted variations in draping behavior among fabrics and plate sizes, leading to the development of composite drape values for fabric characterization. Furthermore, they established correlations between fabric drape and mechanical properties, allowing the creation of predictive equations based on shear hysteresis and bending resistance.

Kaur and Agrawal (2019) conducted an extensive study on the historical significance of the Indian Saree. They meticulously traced its evolution, explored its diverse

draping styles, and shed light on its impact on global fashion. Their research uncovered subtle influences from traditional saree drapes in the creations of Western fashion designers. Moreover, they speculated on the saree's future, considering India's economic growth and technological advancements, emphasizing its transformative potential in design and global popularity. This study represented a significant and multifaceted contribution to the field of fashion studies.

METHODOLOGY

The study, conducted in Haryana, India, employs a meticulous multi-phase methodology. Phase one involves tracing 19 traditional Indian sarees to understand their diversity and historical significance. Phase two includes an extensive survey of 180 respondents from Haryana to uncover consumer preferences regarding traditional sarees. Phase three focuses on creating seven unique saree designs on sheet based on survey feedback, ensuring they meet market demands. Phase four involves selection of five designs which was illustrated and selection was one on the basis of survey of 90 respondents. Phase five involves constructing prototypes based on selected designs, translating theoretical concepts into physical products. Phase six addresses practical aspects of market viability through pricing calculations and prototype evaluations by 50 respondents, ensuring the study's relevance and contribution to the preservation and evolution of traditional Indian sarees.

RESULTS AND DISCUSSION

The research focused on the creation of distinctive saree drapes, and the ensuing discussion was grounded in survey data, as outlined in Fig. 1, 2 and 3.

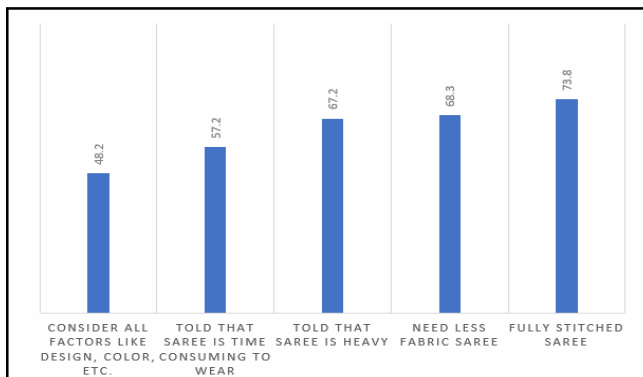


Fig. 1 : Consumer Saree Preferences



Fig. 2 : Evaluation and Selection of Design



Fig. 3 : Acceptance and Marketability of Developed Prototypes

Based on the survey results, it is clear that consumers in India prefer traditional sarees over modern sarees. This is probable due to a number of aspects versatility in addition cultural significance also. However, consumers are also concerned about the fact that sarees can be time-consuming and heavy to wear. To address these concerns, researcher had created modern sarees that are easier to wear and more comfortable. They are also using lighter fabrics, more streamlined designs, and creating pre-stitched sarees. Additionally, consumers are interested in sarees that are made with less fabric and are fully stitched. These types of sarees would be more convenient to wear and more affordable. Overall, the survey results suggest that there is a strong demand for traditional sarees in India, but consumers are also interested in sarees that are more convenient to wear and more affordable. Researcher who created sarees that meet these needs are likely to be successful in the Indian market.

Conclusion:

This research journey into the world of Indian sarees has been a profound exploration of a garment that holds deep cultural and historical significance. The saree, a versatile and timeless piece of attire, transcends materials, fabrics, designs, and draping styles, reflecting the rich tapestry of India's heritage. By tracing the origins of the saree back to the ancient Indus Valley Civilization around 3200 B.C., and subsequently revising this date to approximately 5000 B.C., in alignment with cultural evidence from Hindu texts, we have uncovered a fascinating narrative of the saree's evolution. Initially conceived as a practical clothing choice for protection against diverse weather conditions, the saree has evolved over millennia, with innovations in design contributing to its iconic appearance, characterized by its graceful drape, efficient fabric use, and ease of wear. This project has not only shed light on the saree's historical roots but has also recognized its enduring significance in contemporary Indian culture. It represents a living art form, a symbol of tradition and innovation coexisting harmoniously. The fully stitched saree, a product of experimental exploration, stands as a testament to the adaptability and creativity embedded in Indian artistry. In sum, this research has

provided invaluable insights into the timeless allure of the saree, emphasizing its historical legacy, cultural relevance, and artistic evolution. It serves as a reminder of the rich heritage that continues to inspire and captivate, ensuring that the saree remains a cherished and cherished aspect of Indian identity and fashion for generations to come.

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