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RESEARCH ARTICLE

INNOVATIVE SKIRT DESIGNING BY FUSION OF DENIM

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ABSTRACT

One of the major outfits in teenage girl's wardrobes includes skirts. It is very much physical and functional in nature. In today's global Era, designing new garments has widened the scope of garment industry and also gives opportunity to designers to play with various designing elements in creating innovative garments. When we go through the society it is noticed that there is an increasing acceptability of denim amongst all strata of Indian society. The denim market is constantly re-defining and re-inventing itself with new designs, embellishments and cuts. So a study focus on "Innovative Skirt Designing by Fusion of Denim" was undertaken to give something new to the society. 100% of the respondents like the skirts developed by different fabrics of denim and it will be accepted by the mass of the people.

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INTRODUCTION

Denim garments has an evergreen demand among the consumers globally, as it is the only fabric that can be worn during any season and it is both fashion and performance driven as well (D. Vijaylakshmi, *et al* 2012). Indian women are generally known for their affinity for traditional clothes. However, this trend is slowly changing as the modern Indian women now wear denim in her daily life (www.indiantextilemagazie.in). Skirts are one of the most popular wears of college going girls. Since there are a convenient casual wear that is fashionable as well. Skirt (a rectangular of material tied around the hip) is known to have been worn by men and women of Stone Age and before, but the skirts have seen a number of variations since then (Smriti Tripathi, *et al* 2013). Denim skirt is a skirt made of cotton fabric called denim (www.historyofjeans.com). It comes in a variety of styles and length to suit different populations and occasions (en.wikipedia.org). Traditionally denim was made as 14-16 ounce twill woven fabric using cotton – ring spun indigo dyed yarn (D. Vijaylakshmi, *et al* 2012). During the Second World War, durable clothes were needed Full length denim skirts are commonly worn by women, whose religious beliefs prohibit from wearing trousers, including Orthodox, Jews, Muslims, Mennonites and Pentecostals (en.wikipedia.org). Today fashion is imperfect without denim. Well it's hard to believe that denim firstly was used in clothing

for the pants worn by miners on the west coast of U.S. (Devina Upadhyay, *et al* 2013). and denim jeans were declared "essential commodities" (Gordon, 1991) for the National war effort. In 1970s, denim jeans took a remarkable turn with the emergence of designer Brands, including Sergio Valente (1975), Calvin Klein Jeans (1978) and Gloria Vanderbilt (1979) (Osmaad Rahman, *et al* 2011). Women denim jeans were slowly, gaining weight compared to Men's denim due to the fact that women's jeans could put up almost all kinds of denim novelty in the existing or new varieties (Devina Upadhyay, *et al* 2013). Denim skirt has a fascinating history. In 1960s, hippies first come up with idea of recycling old denim jeans into long denim skirts by opening the inseam and inserting pieces of triangular denim or any other fabric in the front and, unless a tall slit in back is preferred. Denim skirts were first introduced in mainstream fashion lines in the 1970s and since then have grown in popularity. C circa-1983, denim mini-skirts with a pencil silhouette become a popular teenage fashion. The classic style of a denim skirt resembles a common pair of jeans, with a front fly belt loops and pockets. To tone down the rough and somewhat masculine look of the denim fabric, denim skirts are sometimes designed with alternating cloth pants, which can be diagonal, triangular, vertical or there can be cloth panel trim at the bottom of the skirt. Also to make the skirt look more feminine, denim skirts are trimmed with fringes lace leather fringes or decorated with embroidery, patch work, rhine stones, writing or even painting (en.wikipedia.org). Thematic content analysis was used to determine a primary purpose for each patent: purpose was then grouped into (a) Fashion (primarily) (b) Wearability (c) Use and (d) Manufacturing. Wearability – related purposes

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outnumbered those devoted to fashion almost two fold, which emphasizes difficulties women encountered in wearing fashionable skirts. Two major thrusts were determined: (a) between 1846 and 1890, inventors attempted to overcome dysfunctional aspects of wearing fashionable skirt silhouettes and (b) after 1890 attention turned to skirts designed for sports and professional activities and to meet the special requirements of women's (Mihaela Cornelia Peteu, *et al* 2009) In the late 19th century it was popular for women to wear a skirt with a bustle. There were the hoop skirts and the over skirt with the bustle in the 19th Century. In earlier times women showed their status by wearing skirts made of different fabrics and materials (www.portfolio.newschool.edu). Basic skirt types include straight, Flared, Pegged and circular (Pamela Stecker, *et al* 1996). Denim skirts come in two basic forms. One is the pencil skirt that is short used for leisure travel; another type would be an A-line skirt with hems falling below calves. This skirt is comfortable and versatile. It can be worn as a formal as well as casual garment (www.style2designer.com). Fashion always keeps on changing with both historical and contemporary perspective styles of skirts can vary by using different design elements and silhouette.

Many large companies are making denims a part of their daily work culture to promote uniformity and to create relaxed environment which is more conducive to work in (www.indiantextilemagazie.in). Challenges faced by denim apparel manufacturers and fashion designers include the need for re-inventing products for niche markets and meeting consumer demands for better apparel sizing (Elias Khalil *et al* 2015). So, this study focus on versatile clothing skirt designing made of universal fabric denim in fashion with other fabrics with following objectives:

- To produce three different lengths of skirt blending with other fabric create fusion.
- Acceptability opinion about durability, cost, comfort and blending with other fabrics.
- To evaluate the preferability of three different colors of Denim material.

MATERIALS AND METHODS

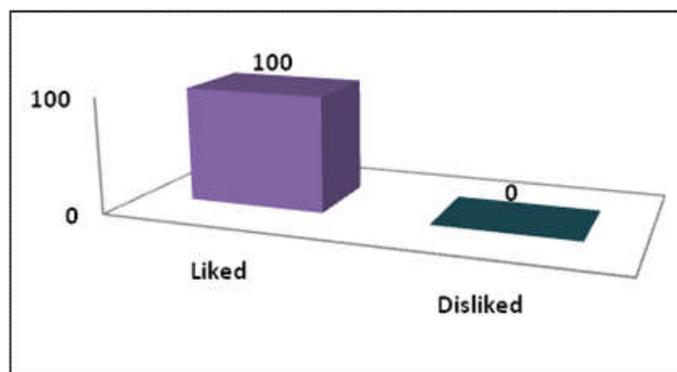
In the present study, information regarding denim and skirts was collected which includes History of Denim, Denim Skirts (Evolution of Denim Skirts), functionality of skirts, basic of skirts, different lengths of skirts, its variations and weaves used in Denim was studied. The survey was carried out in its different level of satisfaction in terms of acceptability, opinion about durability, cost, comfort, various colors of denim and blending with other fabrics. Questionnaire method was administered as a major tool for analysis of the study. Totally 15 skirts were cut, stitched and embellished. 5 long skirts, 5 miniskirts and 5 short skirts were prepared. The basic material used in designing skirt was denim which was blended with cotton, delicate net, machine embroidered fabric; skirts were highlighted with different types of hemlines, pockets waist bands and embellished with embroidered patches. Components like pocket was designed with net fabric to give a new look in skirt. According to the pattern, trimmings such as elastics, interfacings, zippers and buttons were used. Color is the first element to which everyone responds. So, the skirts were designed from three different shades of denim fabric and in various styles such as straight skirt, mini and midi skirts.

The garments were showcased by organizing a display and questionnaires were filled on the spot to check the acceptance level. Total 100 questionnaires were filled by the respondents who were basically youth and adults. The qualitative and quantitative analysis was done by tabulating the data and then analyzing with percentage method.

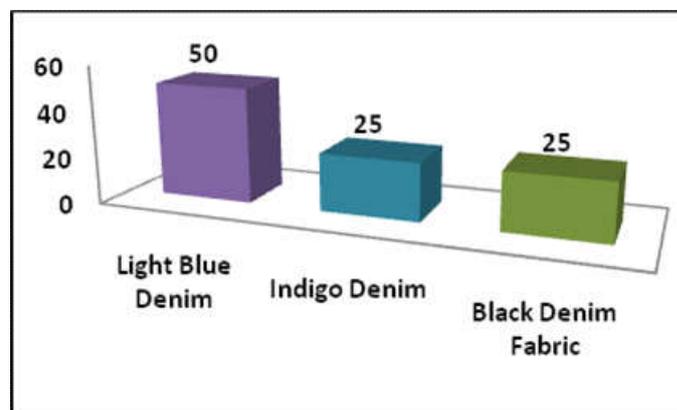
MAJOR FINDINGS

The experimental findings obtained from the present study have been discussed in following heads.

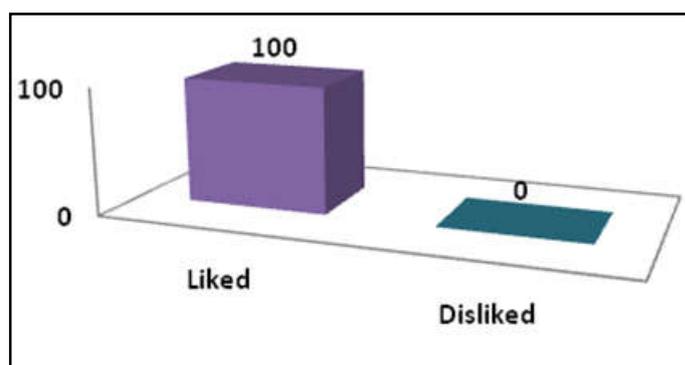
[1] About 100% of the respondents said that they like the use of denim.



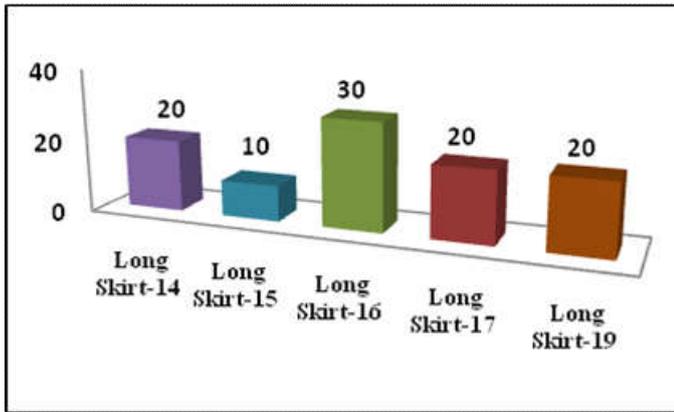
[2] 50% of respondents preferred the light blue denim and indigo and black denim fabric was preferred by 25% respectively.



[3] 100% of the respondents like the designing of the garments.



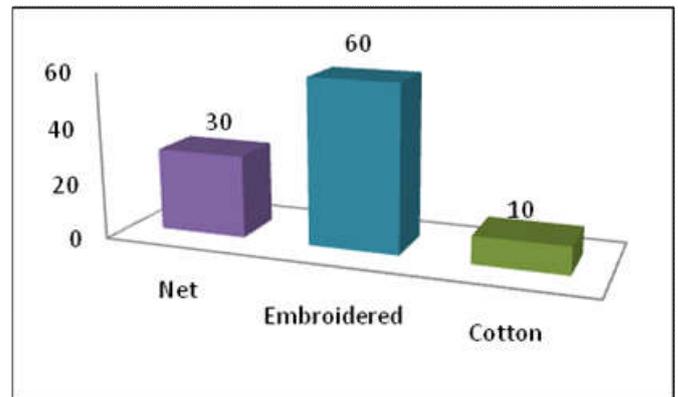
[4] Result shows that 30% Long Skirt16, 20% each for Long Skirt14, 17, 19 and 10% Long Skirt15, in this way the comfortability percentage is shown by the respondents.



[5] 40% for Midi Skirts-17, 30% for Midi Skirts-16, 10% each for Midi Skirts-14, 15 and 19. In this way the comfortability percentage is shown by the respondents.

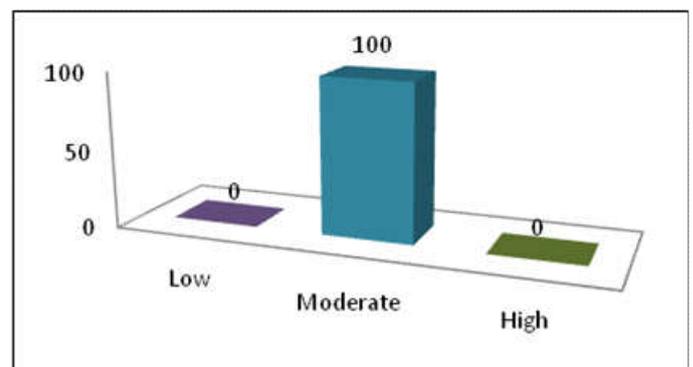
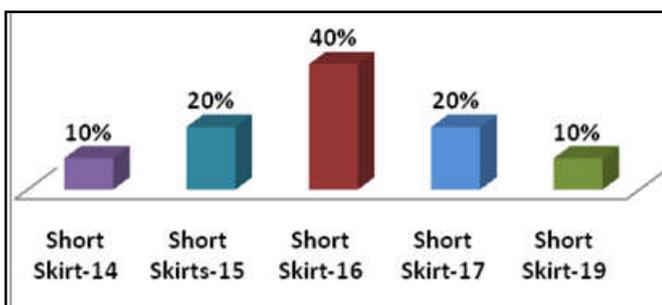


[7] 30% of the respondents like the blending of Denim with Net, 60% of the respondents like the blending with embroidered fabric and 10% respondents like the blending with cotton fabrics.



[6] 40% Short Skirt-16, 20% each for Short Skirt 15 and 17 and 10% each for Short Skirt 14 and 19. In this way the comfortability percentage is shown by the responds.

[8] The cost of the garments was found to be moderate by 100% respondents.



Conclusion

Thus, of all the components of the women's wardrobe, skirts are one of the most popular dresses. The designing of skirts, which has constantly been a very important part of female attire through the history of fashion, still retains its position of significance. Results revealed that 100% of the respondents like the designing of garments in which Long Skirt-16, Midi Skirt-17 and Short Skirt-16 liked by the respondents in terms of comfortability. 50% of the respondents preferred the light blue denim and the cost of the garments was found to be moderate by 100% respondents. In case of blending denim with other fabric like net, cotton and machine embroidered fabric in this 60% of the respondents like blending of Denim with machine embroidered fabric which give new ethnic look.

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