

Design and Development of Office Wear Using Appliqué Work

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Abstract

Appliqué is a technique where one material is placed on top of another to create unique contrasting motifs, patterns, or textures. It involves collaging or layering fabrics using needlework techniques to add an extra dimension. Design is the process of developing a concept for a specific artifact or system and expressing it in a form. This study aims to design and build a line of office wear using leftover or scrap fabrics and the appliqué work technique. A study was conducted to learn consumer preferences for traditional fabrics and appliqué work, resulting in six office wear items with designs including floral and geometric motifs. Appliqué is commonly used to decorate clothing, particularly clothing worn for manual labor. Workwear is designed for durability and safety, and most companies do not have a codified dress code. A design must be developed and formulated carefully, following a procedure that simplifies the process. The study will focus on the reuse of waste textiles to create versatile products while considering market demands and trends. Product diversification is a tactic used to boost sales for existing product lines, especially for companies with stagnant or declining sales. The target audience for the study is the young generation aged 18-50 and above 50, who are the target audience for both pre-survey and post-survey.

Keywords: Appliqué, Office wear, Contemporizing

Aim:

To design and develop office wear with appliqué work

Objectives:

1. To increase public awareness of Indian traditional art and to introduce Appliqué work in a contemporary way to the youth.
2. To develop a range of designer products for office wear.
3. To use slow fashion and sustainability while developing products.
4. To source textile fabric pre-consumer and post-consumer waste
5. To employ artisans in the production of fashionable goods.

Introduction:

Appliqué work is a technique used to embellish a part of a product or garment by applying one piece of fabric to another through stitchery. The term "appliqué" comes from the French and Latin verbs "Appliquér" and "applicare," respectively, which both mean to join or attach. Early appliqué was used to

strengthen worn areas of items or patch holes that had formed.

Appliqué work can be traced back to times when women folk from native communities of north Gujarat, Kathis (the landowners), Mahajans (the businessmen), Rabaris (the nomad camel herders), and Muslims produced large canopies, hangings, friezes, bullock-covers, and tents for ox-carts with human and animal figures stitched on them.

By creating modern product lines, craftsmen can solve their current issues and inspire future generations to grow their businesses accordingly. Contemporizing old and traditional art and craft gives them a fresh, contemporary look while staying current with fashion, raising awareness of Indian traditional textiles.

This study aims to preserve one of the oldest traditional crafts in India and develop a unique product line using the craft. The study also aims to use slow fashion and sustainability in terms of using fabric scraps, leftover fabrics, etc. to develop the product line.

Methodology:

The research methodology consists of two sections: Survey 1 and Survey 2. The first section focuses on understanding consumer preferences for traditional textiles and appliqué work, selecting respondents for questionnaires, and analyzing the data. The second section focuses on designing products, creating CAD designs, sorting waste fabric, outsourcing fabrics for appliqué work, and stitching products for development. The survey will be conducted on 100 consumers, 50 working professionals, and 50 non-working professionals, with both genders preferred.

The pilot study will use a questionnaire created using Google Forms to test the survey forms on a sample of 40 consumers. Secondary research methods will be used to explore the research topic, including reading articles, research papers, internet research, and library work. Fabric scraps, old fabric, and other materials will be used to create contemporary products, with office wear being the focus.

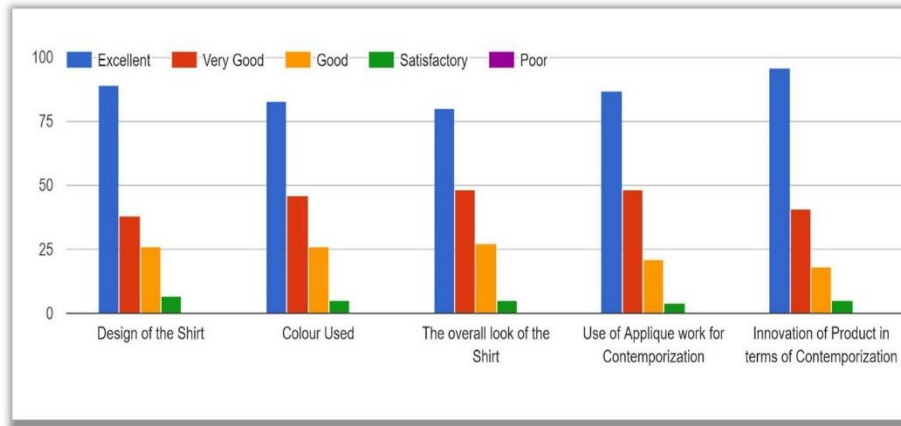
The embroidery industry in Ahmedabad, Gujarat, has been developing products for over 20 years by an artisan named Mr. Kartik Chauhan. The products include a shirt with an appliqué work patch, shoes made from left-over fabric, a blazer with appliqué work patches, a tie made from leftover fabric and cambric fabric.

RESULTS AND DISCUSSION

Survey for understanding the buying preferences and rating of the products developed using Appliqué work:

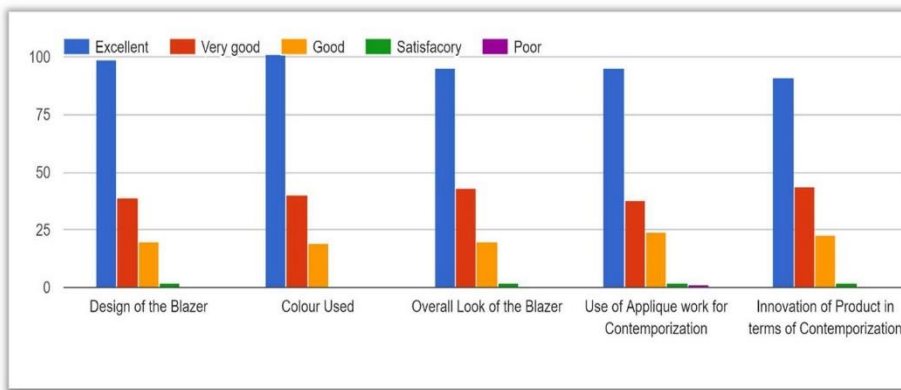
- Respondents- 160 people
- Age- 15 to 50 and above
- Sampling method- Random sampling method

Rating of Shirt with Appliqué Work



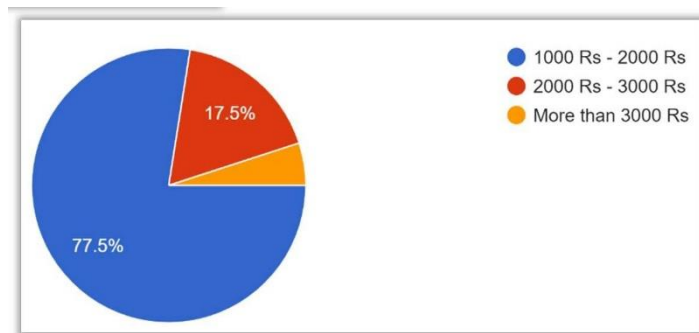
Cost Preference for Shirt

Figure indicates the cost range for the products and preferences of the respondents. It states that 77.5% would pay 1,000 – 2,000 Rs for the shirt, 17.5% would pay 2,000- 3,000 for the shirt and 5% opted to pay more than 3,000 Rs rating for the blazer.

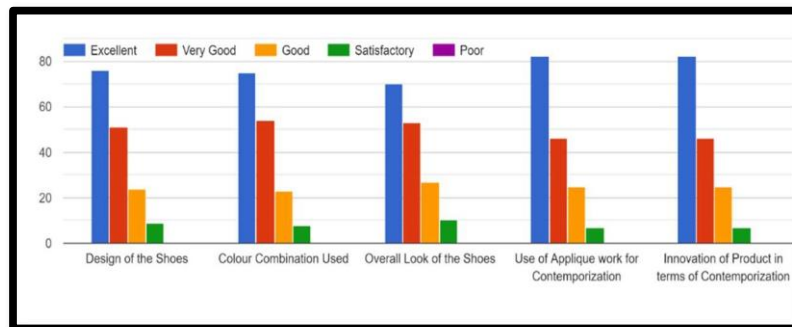
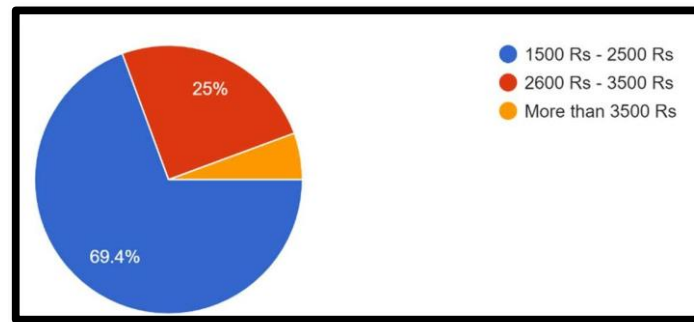


Cost Preference of Blazer with Appliqué Work

Figure indicates that 69.4% opted for the price range 1500 – 2500 Rs, 25% for 2,600-3,500 Rs and 5.6% would pay more than 3,500 Rs. The Figure indicates the rating for shirt with Appliqué work in terms of colour, appeal, overall look, use of Appliqué and innovation in contemporizing. The majority of rating indicate “excellent” rating for the shirt.

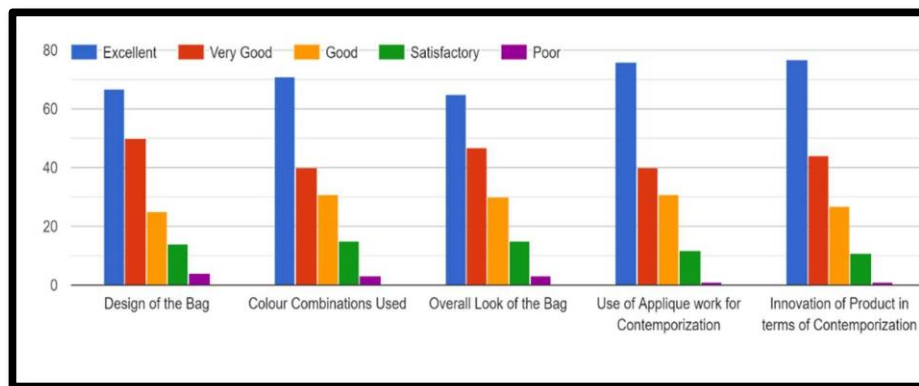


Rating of Blazer: The Figure indicates the rating for blazer in terms of colour, appeal, overall look, use of Appliqué and innovation in contemporizing. The majority of rating indicate “excellent” rating for the shoes.



Cost Preference for Shoes with Appliqué Work

Figure indicates the cost range for the products and preferences of the respondents. 93.8% would spend 3,000 Rs – 3,500 Rs, 5% would spend 3,500 – 4,000 Rs, 2.2% opt for spending more than 4,000 Rs. indicate “excellent”.

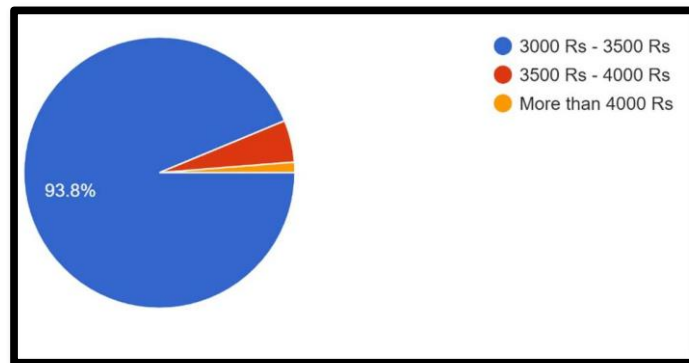


Cost Preference for Knot Lunch Bag

Figure indicates the cost range for the products and preferences of the respondents. The Figure shows that 83.8% people would pay 1,000- 1,500 Rs, 14.4% would pay 1,500 – 2,000 Rs and 1.9% would pay more than 2000 Rs

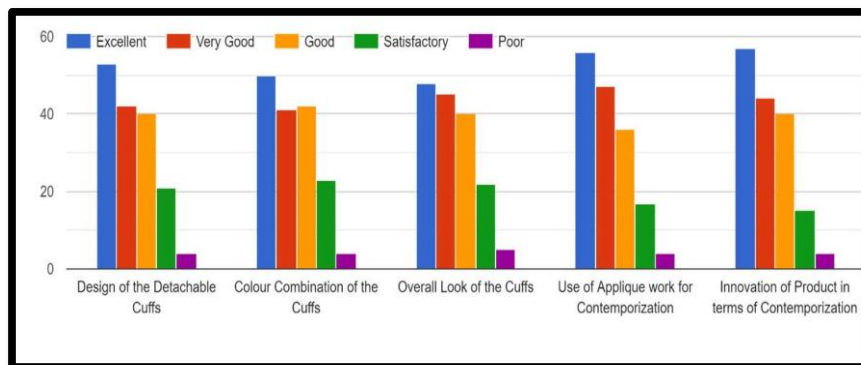
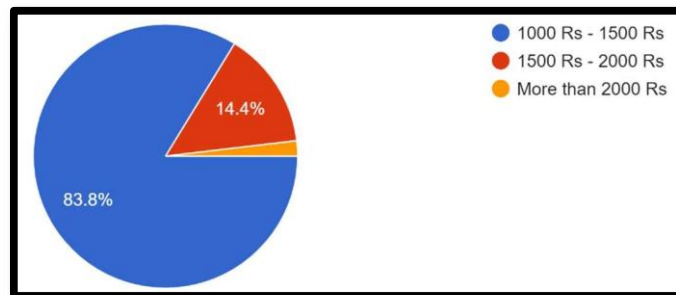
Rating of Shoes with Appliqué Work

The Figure indicates the rating for shoes with Appliqué work in terms of colour, appeal, overall look, use of Appliqué and innovation in contemporizing. The majority of rating indicate “excellent”



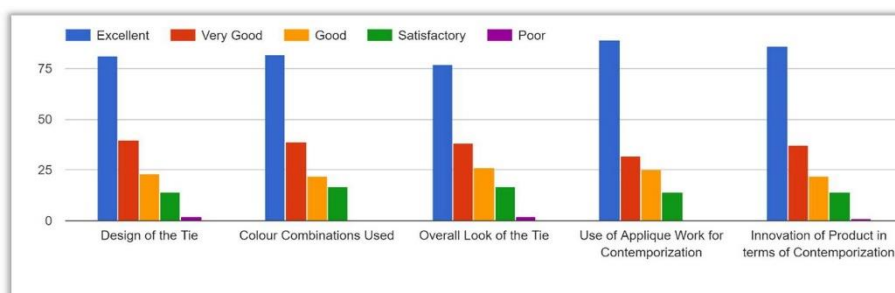
Rating for Knot Lunch Bag

The Figure indicates the rating for bag in terms of colour, appeal, overall look, use of Appliqué and innovation in contemporizing. The majority of rating



Cost Preference for Detachable Cuffs with Appliqué Work

Figure indicates the cost range for the products and preferences of the respondents. This Figure shows that 83.8% would pay 700 – 750 Rs, 14.4% would pay 750 – 800 Rs for the cuffs where as 1.9% would pay more than 800 Rs. Tie

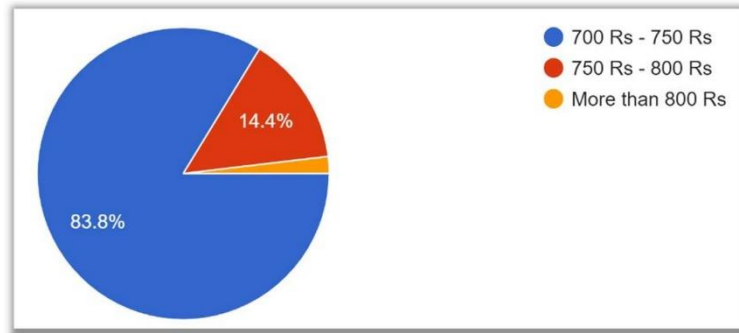


Cost Preference for Tie with Appliqué Work

Figure indicates the cost range for the products and preferences of the respondents. 88.1% would pay 1,500 – 2,000 Rs and 11.9% would pay 2,000 – 2,500 Rs for the tie.

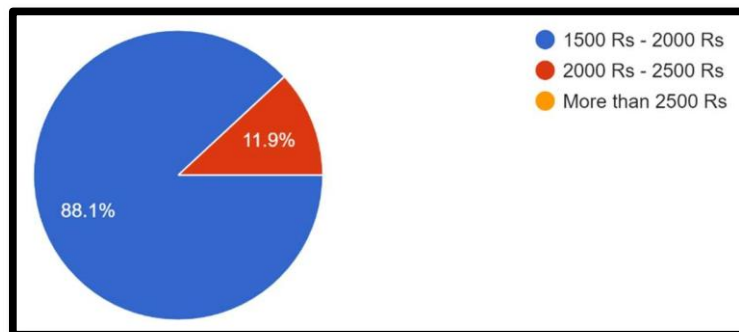
Rating for Detachable Cuffs with Appliqué Work

The Figure indicates the rating for detachable cuffs with Appliqué work in terms of colour, appeal, overall look, use of Appliqué and innovation in contemporizing. The majority of rating indicate “excellent” rating for the cuffs.



Rating for Tie with Appliqué Work

The Figure indicates the rating for tie with Appliqué work in terms of colour, appeal, overall look, use of Appliqué and innovation in contemporizing. The majority of rating indicate “excellent” rating for the



The study highlights the urgent need for textile recycling in modern society, as the majority of pollution is caused by people discarding textiles and waste from the textile industry. Manufacturers are focusing on creating new apparel in large quantities due to the rising demand for attractive clothing. The study also indicates that respondents are aware of the waste produced due to the textile industry, and the lack of mass production in the products has led to high pricing



Blazer with appliqué work patches



Shirt with an appliqué work patch





Range of designer products for office wear

Summary and Conclusion:

Post-consumer textile waste management can positively impact the environment, and the mantra should be Reuse, Recycle, Reduce to save the planet. The textile industry generates post-consumer waste daily due to the increasing demand for fast fashion.

This study promotes sustainability-related awareness and attention, promotes slow fashion, and promotes traditional crafts. Handicrafts, originally part-time activities among rural people, have become a flourishing sector with significant market demand and economic potential. They contribute to employment generation and the country's exports, occupying a significant place in India's economy and society.

A pre-survey was conducted to note the awareness and buying preferences of respondents, with 40 participants participating in the pilot survey. A drive for collecting scrap material was conducted in college and at home, with designs and patterns shortlisted and created on CAD. Six patterns and six products were created based on the collected materials. The embroidery was outsourced to artisan Mr. Kartik Chauhan in Ahmedabad, Gujarat, while the products were outsourced to artisans.

A post-survey was conducted to note the rating and costing of products developed in office wear range, with 160 respondents participating in the survey. The study aims to save and promote this unique cultural asset of the vast nation.

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