

Impact of Indo-Western Apparel on Indian Destination Wedding

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Abstract

This research explores the of designing and developing Indo-western wear tailored specifically for women attending destination weddings. Initially a survey was conducted to identify the consumer preference. Then a theme was chosen and the mood board, colour board was developed. Based on the indo-western style the garment designs were developed. The project "Impact of Indo-Western Apparel on Indian Destination Wedding" focuses on designing a versatile range of ensembles tailored specifically for women attending destination weddings in India. These garments seamlessly blend elements of traditional Indian attire with contemporary Western influences to cater to the divers. The design collection includes a variety of Indian outfits and types, such as Saree, lehenga, sharara set, Anarkali, palazzo set, fusion saree gowns, and cape dresses.

Keywords: Indo-Western Outfits, Femininity, Destination Wedding, Cultural Heritage.

I. INTRODUCTION

Indo-Western clothing represents the peaceful coexistence of many civilizations and shows how fashion is always changing. It symbolizes the merging of cultures, bridging the aesthetic divide between Western and Indian design. This special combination encourages cross-cultural dialogue and honors the multicultural society in which we currently live. qIndo-Western clothing is a sustainable option, especially in light of the increasing focus on sustainable fashion. Several designers are implementing sustainable methods by encouraging fair trade, utilizing organic materials, and helping out regional craftspeople. This environmentally concerned approach guarantees that Indo-Western fashion conforms to ethical and responsible fashion standards. [Eicher, J. B. (Ed.). (1995)]

The Indo-Western culture blends traditional Indian ethnic hand-embroidered threadwork with Western fashion trends, styles, and artwork [Biswas, A. (2017)]. This mix creates a fresh, comfortable, ethnic, yet fashionable look. Globally, people have been obsessed with Indo-Western appearances. The global fashion industry has greatly benefited from the work of numerous well-known Indian stylists. Indo-Western fusion gives your wardrobe an affordable, stylish, and global feel that is suitable for all body types. Indo-Western clothing is distinguished by its creative designs that skillfully combine aspects of both Indian and Western styles. They frequently combine modern silhouettes, textiles, and decorations with classic designs, prints, and embroidery. The combination produces an eye-catching group that honors India's rich cultural legacy while embracing modern sensibilities.

The combination of Indian and Western silhouettes is one of the distinguishing characteristics of Indo-Western clothing. Fitted tops, pencil skirts, and A-line dresses are examples of Western-inspired cuts mixed with traditional Indian kurtas, dhotis, and Anarkali. This combination creates a flexible selection of looks appropriate for different situations. Indo-Western clothing displays a wide variety of textures and fabrics. Western textiles like denim, linen, satin, and organza are frequently combined with traditional Indian textiles like silk, chiffon, georgette, and brocade. This combination of materials gives the clothes depth and substance, giving them a distinctive aesthetic appeal. Indo-Western clothing uses a variety of adornments and embroidery. Western embellishments like sequins, beads, and appliqués are mixed with traditional Indian techniques like gota patti, mirror work, and zari work. These minute embellishments give the clothes a touch of glitz and refinement, making them genuinely unique. Vibrant Indian colors and subdued Western tones combine to create the color scheme of Indo-Western clothing. Pastel tones like blush pink, mint green, and ivory are frequently used with bright hues like red, orange, and royal blue. People can express their styles and make a visually appealing contrast thanks to this fusion of colors. [Chaudhuri, M. (2014)]

II. METHODOLOGY

2.1 Questionnaire for The Survey

The questionnaire was framed to study consumer preference based on costumes, garment selection, fabric preference, fabric embellishments, style preference, etc.

2.2 Developing Boards

2.2.1 Theme Board

Gemstone Imagery The mood board prominently features images of various precious stones such as emeralds, rubies, sapphires, and diamonds. These images highlight the rich colors, intricate patterns, and luminous qualities of gemstones, inspiring the design team to incorporate similar visual elements into the collection. The color palette is drawn from the hues of precious stones, including vibrant greens, deep reds, royal blues, and sparkling whites. These colors evoke the opulence and elegance associated with gemstones, setting the tone for the collection and providing a cohesive visual identity.

2.2.2 Colour Board

Developing a comprehensive color board that encapsulates the essence of precious stones involves a meticulous curation of hues that evoke the captivating allure and diverse spectrum found within these gemstones. Each color selection is a deliberate reflection of the intrinsic qualities and symbolic significance associated with various precious stones. Starting with the deep, verdant greens reminiscent of emeralds, the palette captures the lush vitality and natural beauty of these gemstones, embodying notions of growth, renewal, and prosperity. Transitioning to the fiery depths of ruby reds, the colors ignite passion, energy, and vitality, infusing the collection with a sense of drama and intensity.

2.2.3 Design Development

- Ready-to-Wear Sarees – Silhouettes explore 5 ertain adaptations of the traditional saree silhouette, focusing on ease of wear and versatility. Draping techniques experiment with pre-stitched saree styles that mimic the look of a draped saree while offering the convenience of a ready-to-wear garment
- Dhoti Skirts - Design dhoti skirts with a modern twist, combining the traditional dhoti silhouette with contemporary skirt styles. Experiment with innovative draping and pleating techniques to create

unique and dynamic silhouettes. Opt for rich and luxurious fabrics like silk, brocade, or jacquard to enhance the opulent feel of the garments.

- Sharara Sets - Explore voluminous and flared silhouettes characteristic of Sharara pants, offering a modern and feminine interpretation of this traditional style.
- Experiment with different lengths and volumes of sharara pants, from floor-length and flowing to cropped and structured.
- Dhoti Sarees - Combine the elegance of a saree with the comfort and ease of wearing a dhoti, creating a fusion garment that is both stylish and practical. Experiment with different dhoti draping styles, such as pleated or draped dhotis, to achieve a flattering and comfortable fit. Design the pallu of the saree with intricate embroidery, embellishments, or prints inspired by the theme of precious stones, adding a luxurious touch to the ensemble. Select soft and drapery fabrics like silk, satin, or chiffon for the saree drape, ensuring fluidity and movement.
- Palazzo Sets - Create contemporary palazzo sets with wide-legged pants paired with coordinating tops or kurtas for a modern Indo-Western look. Experiment with different styles of palazzo pants, from fitted at the waist to flared at the hem, to cater to different body types and preferences

Overall, the design development process for women's Indo-Western garments involves carefully balancing traditional elements, modern aesthetics, and innovative techniques to create a culturally resonant and fashion-forward collection.

2.3 Feedback From The Consumers

Quantitative feedback from the consumers had been collected. The feedback was received based on how they felt wearing the garment, comfort, outfit design, fitting, color choice, and comments from their friends and families.

III. RESULTS AND DISCUSSION

3.1 Consumer Preference on Indo-Western Wear for Destination Wedding

The survey was conducted for 25 consumers, since the garments are custom the survey was conducted only for the store walk-in consumers. Consumers who have participated in the survey are between 20 to 30 years of age group. Most of them are students and working professionals.

3.1.1 Latest Costume Worn for Indian Destination Wedding

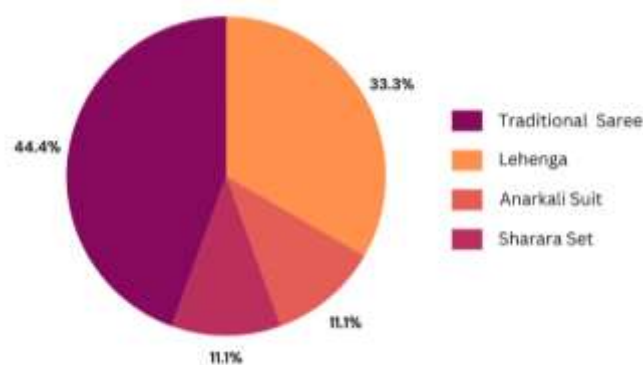


Fig.1: Costume worn for the Latest Indian Destination Wedding

Fig.1 reveals that 44.4% of guests favored wearing sarees for destination weddings, followed closely by

lehengas as the second preferred choice. Interestingly, anarkalis and sharara sets received the least preference at 11.1%. This suggests a strong inclination towards traditional attire like sarees and lehengas, which are admired for their timeless elegance and cultural significance, while outfits like anarkalis and sharara sets may be perceived as less popular due to factors such as versatility or fashion trends. Overall, the survey underscores the enduring appeal of traditional Indian attire among guests attending destination weddings.

3.1.2 Important Factors Considered



Fig.2: Important Factors Considered by the Customer While Selecting an Outfit

Fig.2 highlights that uniqueness is the foremost consideration for guests when selecting an outfit for destination weddings, with a significant majority (77.8%) prioritizing individuality in their attire choice. Following closely behind, comfort emerged as the second most important factor, with 72.2% of respondents valuing ease of wear. Interestingly, factors such as modern style and authenticity were less emphasized, each garnering consideration from only 38.9% of participants.

3.1.3 Fabrics Preferred

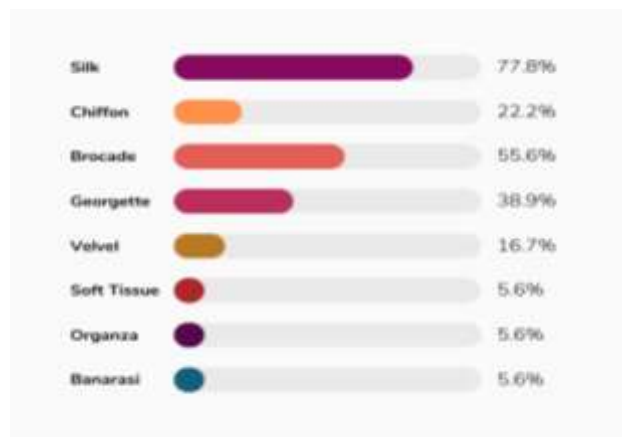


Fig.3: Fabrics Preferred by the Customers

Fig.3 reveals that silk fabric overwhelmingly dominates as the top choice among customers for destination weddings, with a significant preference rate of 77.8%. This preference likely stems from silk's luxurious texture, rich appearance, and traditional significance in Indian weddings. Following silk, brocade is the second most preferred fabric at 55.6%, appreciated for its intricate patterns and regal appeal. Conversely,

soft tissue, organza, and banarasi materials received the least preference at 5.6% each, suggesting a lower demand for these fabrics possibly due to their lighter weight or less formal aesthetic.

3.1.4 Preference on Embellishments

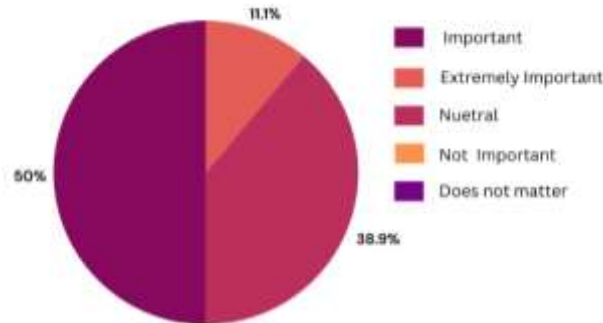


Fig.4: Preference for Embellishments on the Outfit

Fig.4 reveals that 50% of customers strongly prefer traditional Indian motifs on their outfits, indicating a significant desire to incorporate cultural elements into their attire. Additionally, 38.9% of customers exhibit moderate interest in Indian traditional motifs, suggesting a broader appreciation for cultural symbolism in fashion. Surprisingly, only 11.1% of customers attribute extreme importance to these motifs, implying that while cultural heritage is valued, other factors may also influence outfit choices.

3.1.5 Preference to Style

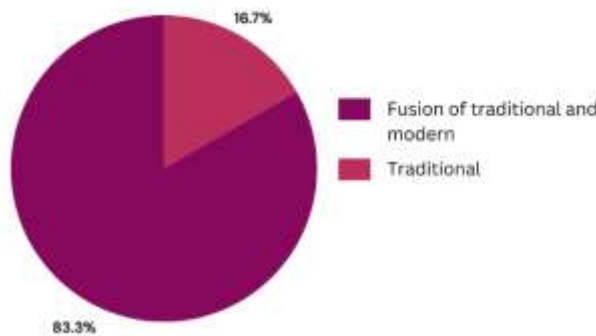


Fig.5: Preference to Style

Fig.5 shows a clear preference among customers for fusion ensembles that seamlessly blend traditional and modern elements, with 83.3% expressing a preference for this style. This indicates a strong desire to embrace contemporary fashion while still honoring cultural heritage and tradition. In contrast, a smaller portion of customers, comprising 16.7%, indicated a preference for traditional attire

3.1.6 Preference to Customized Outfit

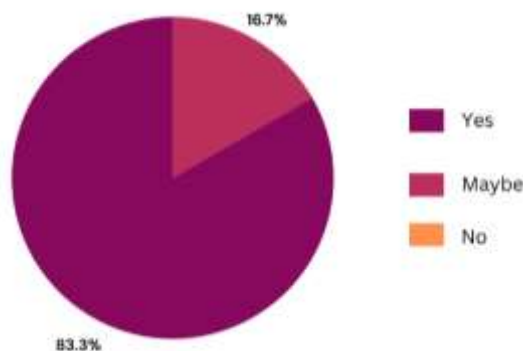


Fig.6: Customized Outfit Preference Percentage

Fig.6 indicates a strong preference for customization among the majority of customers, with 83.3% expressing interest in personalized options for their attire. This highlights a growing trend towards individualized fashion choices and a desire for unique, made-to-order garments that reflect personal style preferences. Conversely, 16.7% of customers showed no interest in customization.

3.2 Development of Apparel Designs For Destination Wedding Events

3.2.1 Engagement – Morganite

Morganite is the theme chosen for developing the designs for engagement because this gemstone represents love—especially for engagement rings.



Fig.7: Mood Board and colour board for the theme Morganite

Morganite features a soft pink, peach, or salmon hue, so it's often associated with innocence, sweetness, romance, and love (Fig.7) . It's believed to open the heart and bring healing and compassion. As a result, its popularity has grown in recent years as a gemstone that represents love—especially for engagement rings. Anyone who has had a tough time of life and faced inner challenges will find nothing but comfort in the soft pink hues of the Morganite gemstone. It is here to keep you calm, keep you smiling softly, and to remind you that there is so much love and light out there in the big wide world, no matter how bleak it may feel sometimes. Morganite is an amazing crystal for anyone in a relationship and looking to iron out a few kinks. It helps nurture communication, and connection and releases an attachment way of thinking that could be holding you back from happiness. Morganite sends vibrations out into the world meaning that you could attract that perfect partner through the powers of manifestation.

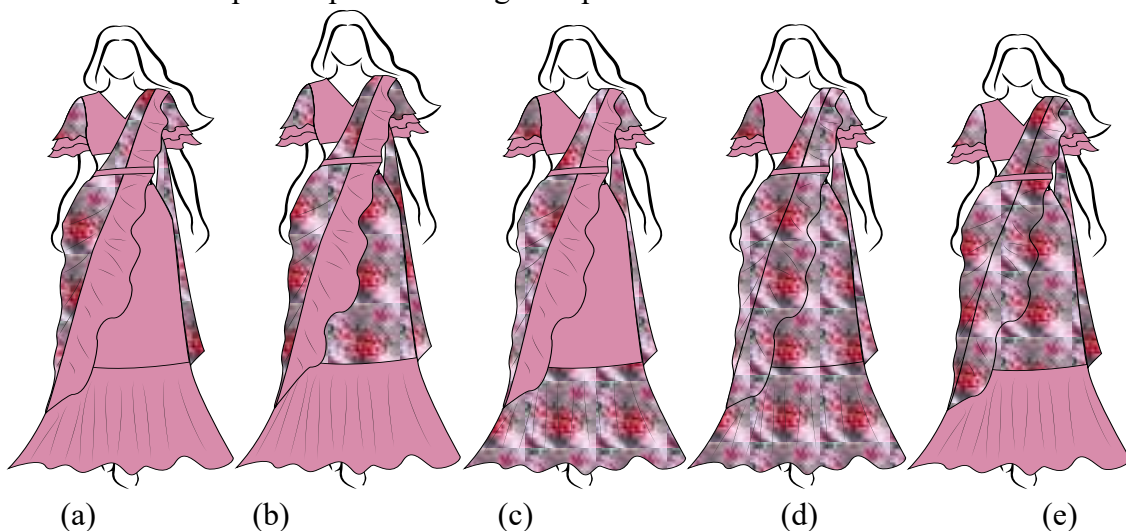


Fig.8: Design Collection For Engagement Inspired By Morganite

A ready-to-wear ruffle saree is a contemporary twist on the traditional Indian saree, characterized by its pre-stitched design that eliminates the need for pleating and draping.

Fig.8 illustrates different variations of designs developed from the Morganite inspiration for engagement. (a) ready-to-wear ruffle saree with floral printed georgette pallu and solid georgette ruffles. The saree is paired with a solid georgette wrap blouse. (b) ready-to-wear ruffle saree with floral printed georgette pallu and solid georgette ruffles. The saree is paired with a solid georgette wrap blouse and a belt. (c) ready-to-wear ruffle saree with floral printed georgette pallu and ruffles. The saree is paired with a solid georgette wrap blouse and a belt. (d) ready-to-wear ruffle saree with floral printed georgette fabric. The saree is paired with a solid georgette wrap blouse and a belt. (e) ready-to-wear ruffle saree with floral printed georgette pallu and solid georgette at the bottom ruffles. The saree is paired with a solid georgette wrap blouse and a belt. This design (b) has been developed as shown in Fig 9.

This innovative adaptation features delicate ruffles cascading along the saree's edges, adding volume, texture, and a playful flair to the ensemble. The blouse is typically attached or comes separately, complementing the saree's modern aesthetic with its unique design elements such as intricate embroidery, cutouts, or bold patterns. Crafted from a variety of fabrics including chiffon, georgette, or satin, ruffle sarees are known for their lightweight and comfortable wear, making them suitable for a range of occasions from weddings to formal parties. With their effortless elegance and contemporary appeal, ruffle sarees offer a stylish and convenient alternative for those seeking to make a statement while embracing the timeless grace of Indian attire.

3.2.1.1 Photoshoot



(a) (b)

Fig.9: (a), (b) – Floral Ruffle Saree

3.2.1.2 Feedback

Cumulative feedback was collected from the customer. The highest rating was for the style of the garment with 5 stars and the quality of the product, comfort of the dress, and cultural heritage with 4 stars each.

3.2.2 Sangeet - Teal Sapphire

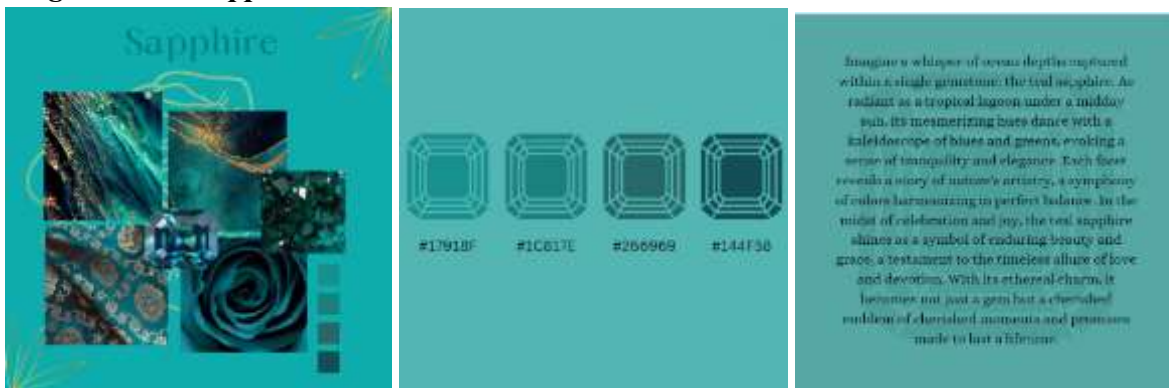


Fig.10: Mood Board and colour board for the theme Teal Sapphire

Like many gemstones, teal sapphire can symbolize love, loyalty, and commitment. It's often used in engagement rings and other romantic jewelry pieces to represent enduring love and devotion. The soothing blue-green color of teal sapphire can evoke feelings of calmness, tranquility, and serenity. It may be associated with relaxation and inner peace. Blue-green shades are sometimes linked to effective communication and self-expression. Teal sapphire may symbolize clear communication, honesty, and the ability to express oneself authentically.

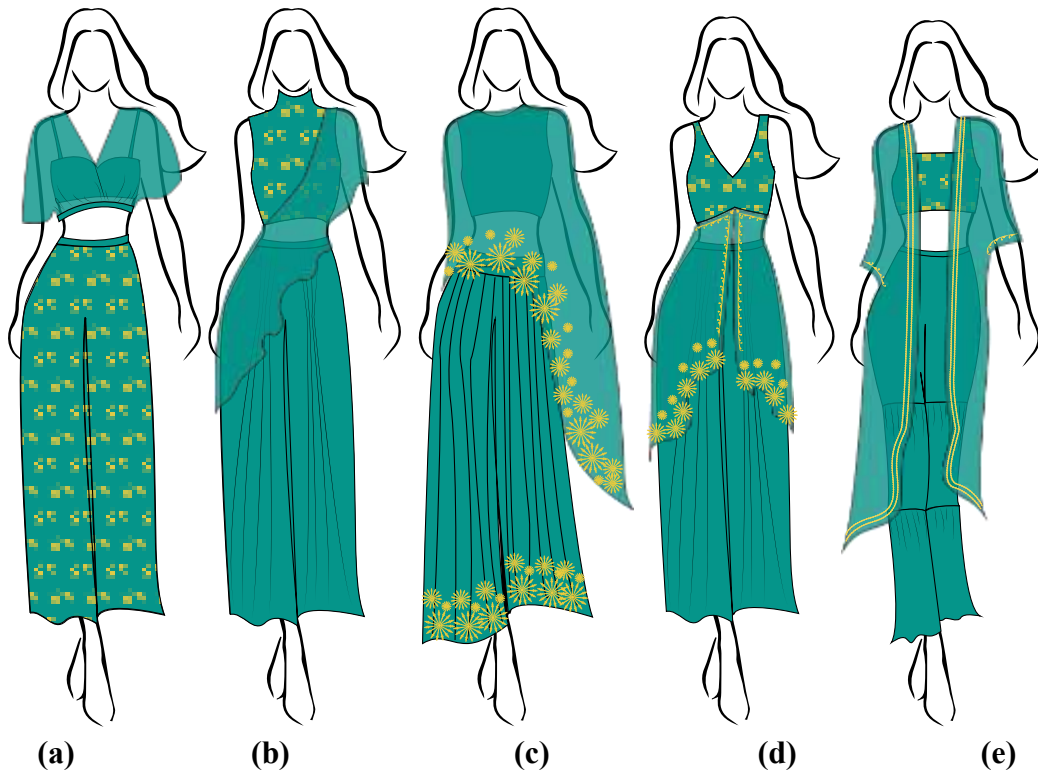


Fig.11: Design Collection For Sangeet Inspired By Teal Sapphire

Fig.11 Shows the design collection for the sangeet developed from the inspiration of Teal Sapphire. (a) Teal Brocade palazzo pants paired with a satin bralette and chiffon cape. (b) Crepe satin palazzo pants paired with turtle neck brocade crop top and an asymmetrical cape. (c) Pleated Palazzo pants with lace embellishments on the hemline paired with a satin crepe crop top and a cape with lace detailing. (d) Teal Brocade slit top paired with solid teal satin crepe palazzo pants. (e) satin crepe sharara pants paired with a teal brocade bralette and a cape with lace detailing. From this design (e) has been developed as shown in Fig.12.

3.2.2.1 Photoshoot



(a) (b)

Fig.12: (a), (b) – Teal Sharara Set

3.2.2.2 Feedback

Cumulative feedback was collected from the customer. The quality of the product, the style of the garment, the comfort of the dress, and the cultural heritage are with 4 stars each.

3.2.3 Haldi – Citrin

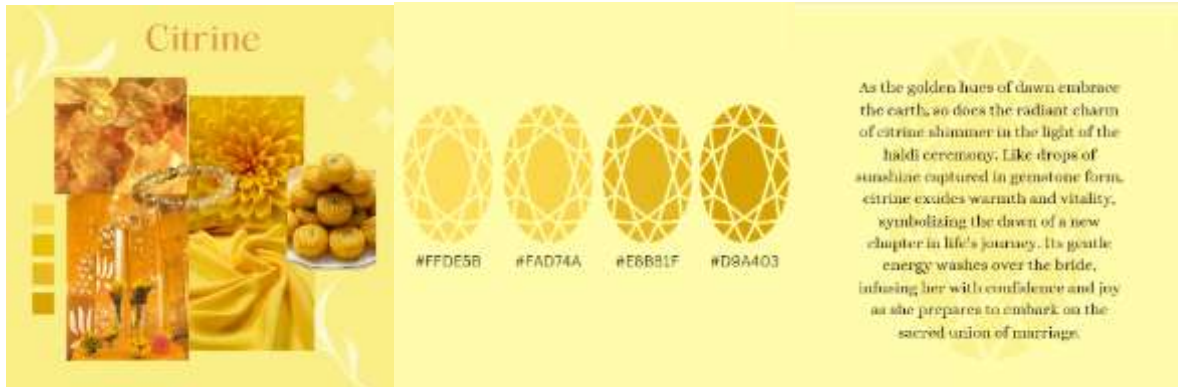


Fig.13: Mood Board and colour board for the theme Citrin

Citrine is an excellent stone with part of re-energizing and resuscitating energy. It purifies your body, comforts the region where there is pressure or blockage, and tops off it with plentiful inspiration and energy. The soothing blue-green color of teal sapphire can evoke feelings of calmness, tranquility, and serenity. It may be associated with relaxation and inner peace.

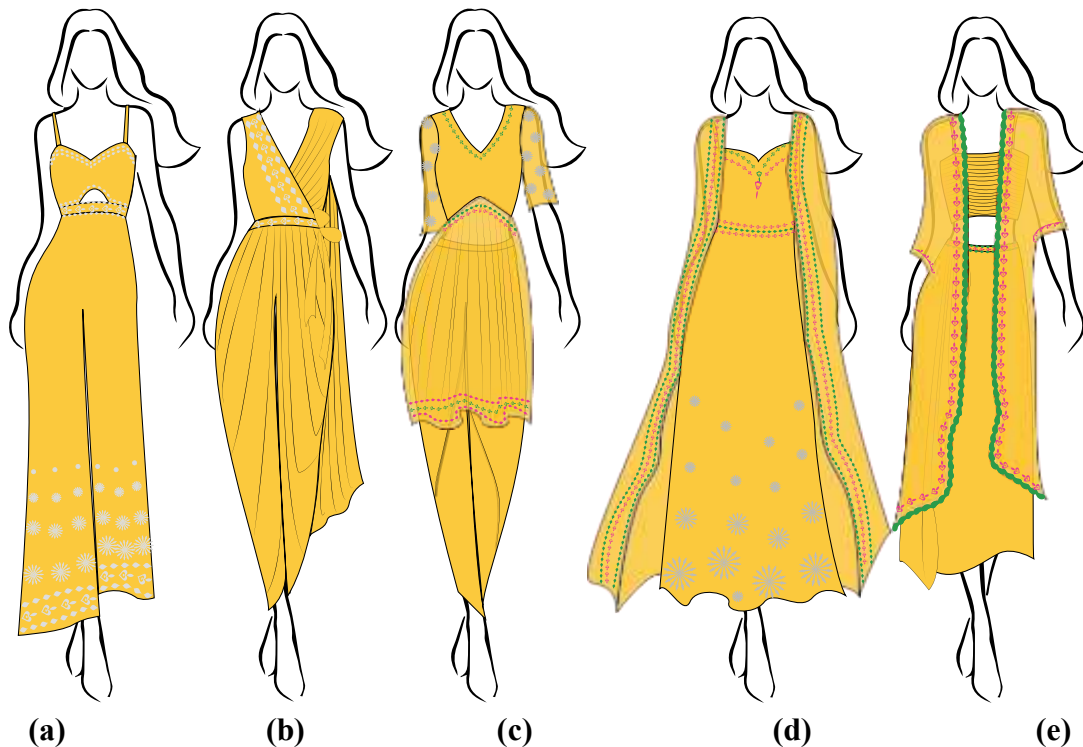


Fig.14: Design Collection For Haldi Inspired By Citrin

Fig.14 Shows the design collection developed from the inspiration of Teal Sapphire. (a) Satin crepe Jumpsuit with sweetheart neck and lace detailing. (b) Satin crepe dothi wrap dress with pleats on the neckline and lace detailing. (c) Dothi pants with alia cut top and V neckline along with the lace detailing in the neckline, waistline, and hemline. (d) Full-length satin crepe gown with sweetheart neckline paired

with georgette cape with lace detailing. (e) Satin crepe with skirt paired with a pleated bralette and georgette cape with lace detailing.

3.2.3.1 Photoshoot



(a)

(b)

Fig.15: (a), (b) – Dothi Skirt Set

3.2.3.2 Feedback

Cumulative feedback was collected from the customer. The highest rating was for the style of the garment and cultural heritage with 5 stars and the quality of the product, and comfort of the dress with 4 stars each.

3.2.4 Wedding – Garnet



Fig.16: Mood Board and colour board for the theme Garnet

Garnet's specialty lies in its rich symbolism, timeless elegance, and versatility, making it an exceptional choice for weddings. With its deep red hues symbolizing love, passion, and commitment, garnet exudes a sense of romance and sophistication that adds a touch of luxury to any wedding celebration. Whether incorporated into jewelry, décor, or accessories, garnet's natural beauty and affordability make it accessible to couples with varying budgets, while its cultural significance and unique color variations offer opportunities for personalization and meaningful expression.

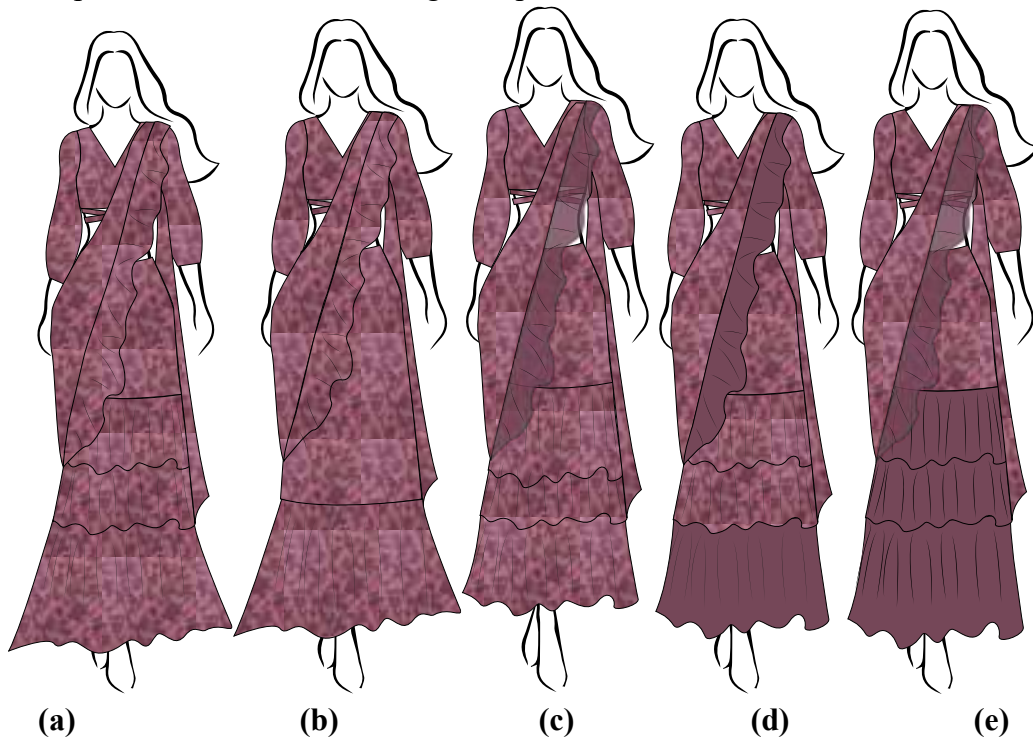


Fig.17: Design Collection For Wedding Inspired By Garnet

Fig.17 Shows the design collection developed from the inspiration of Garnet. (a) Printed maroon georgette ready-to-wear saree with three tiered ruffles paired with wrap blouse with bell sleeve. (b) Printed maroon georgette ready-to-wear saree with single-layered ruffles paired with wrap blouse with bell sleeve. (c) Printed maroon georgette ready-to-wear saree with single-layered ruffles and solid maroon georgette gathers on the pallu paired with wrap blouse with bell sleeve. (d) Printed maroon georgette ready-to-wear saree with three tiered ruffles paired with wrap blouse with bell sleeve. (e) Printed maroon georgette

ready-to-wear saree with three tiered solid maroon georgette ruffles paired with wrap blouse with bell sleeve.

The ready-to-wear printer maroon ruffle saree exudes elegance and modern sophistication with its unique design. Crafted from high-quality maroon fabric, this saree features delicate ruffles cascading gracefully along the drape, adding a touch of femininity and movement to the ensemble. With its effortless style and convenient ready-to-wear format, this saree is perfect for sangeet ceremonies, offering a contemporary twist to traditional attire while ensuring comfort and ease of wear for the wearer.

3.2.4.1 Photoshoot



Fig.18: (a), (b) – Maroon Ruffle Saree

3.2.4.2 Feedback

Cumulative feedback was collected from the customer. The highest rating was for the style of the garment and comfort with 5 stars and the quality of the product, and cultural heritage with 4 stars each.

3.2.5 Reception – Tanzanite

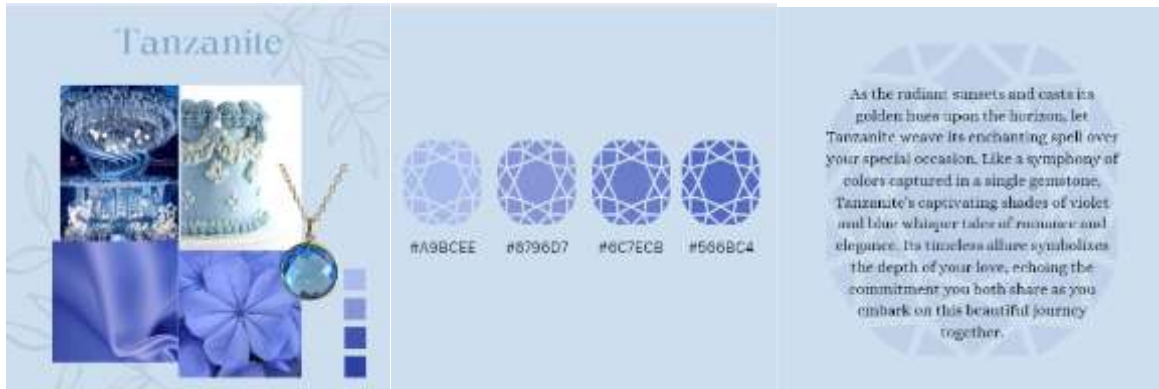


Fig.18: Design Collection For Wedding Inspired By Tanzanite

Tanzanite, a rare and striking gemstone, is celebrated for its mesmerizing blue-violet hue, often described as velvety or vividly intense. Tanzanite's allure lies not only in its exceptional beauty but also in its scarcity, as it is found only in a small area of Tanzania. Its color can range from deep ultramarine blue to a lighter lilac shade, depending on the angle of observation and the stone's quality. Valued for its rarity and aesthetic appeal, tanzanite has become a cherished gemstone for collectors and jewelry enthusiasts, lending an air of elegance and sophistication to any piece it adorns.

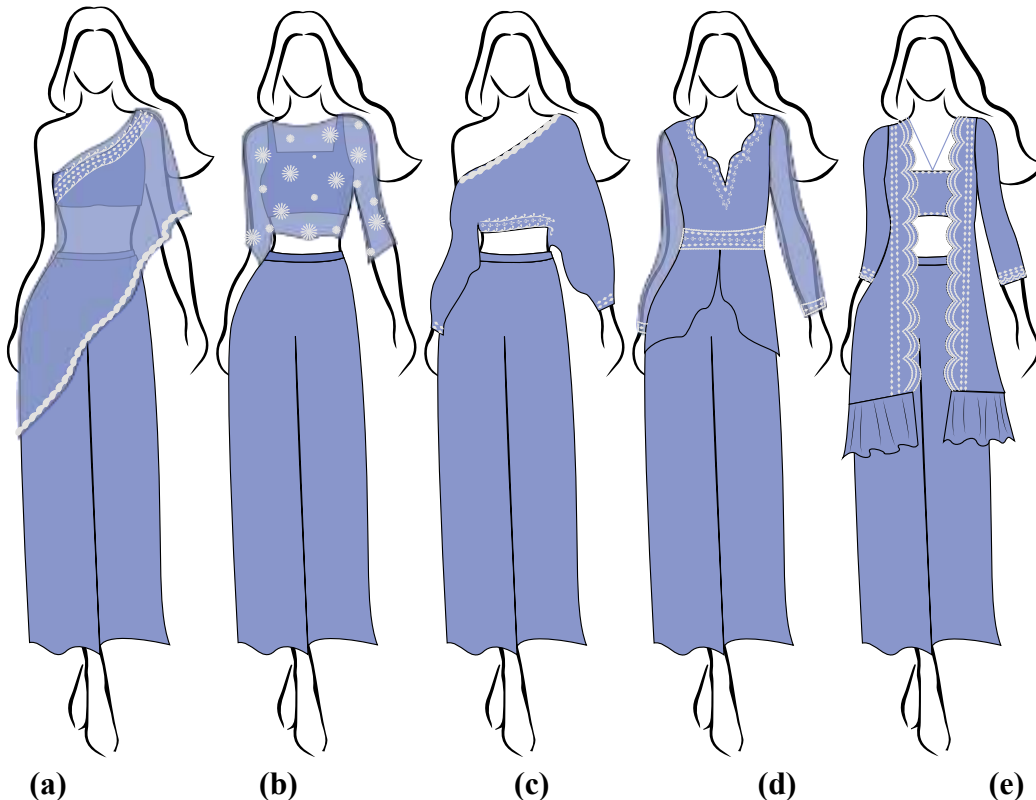


Fig.19: Design Collection For Reception Inspired By Tanzanite

Fig.19 Shows the design collection developed from the inspiration of Tanzanite. (a) Solid satin crepe palazzo pants with bralette paired with asymmetrical chiffon cape with lace detailing. (b) Solid satin crepe palazzo pants with bralette paired with chiffon crop top with lace detailing. (c) Solid satin crepe palazzo pants with a one-shoulder crop top with lace detailing. (d) Solid satin crepe palazzo pants paired

with a peplum top with lace detailing. (e) Solid satin crepe palazzo pants and bralette paired with a long cape with lace detailing.

3.2.5.1 Photoshoot



(a)

(b)

Fig.20: (a), (b) – Pearl Palazzo Set

3.2.5.2 Feedback

Cumulative feedback was collected from the customer. The highest rating was for the style of the garment and quality of the dress with 5 stars and the comfort of the product, and cultural heritage with 4 stars each.

Cocktail – Black Spinel



Fig.20: Design Collection For Wedding Inspired By Black Spinel

Black spinel is a captivating gemstone characterized by its deep, opaque black hue and exceptional luster. Formed from the mineral spinel, it boasts a rich history and holds significance in various cultures throughout the ages. This gem is prized for its durability and versatility, making it a popular choice for jewelry such as rings, earrings, and necklaces. Beyond its aesthetic appeal, black spinel is believed to possess metaphysical properties, with some attributing it to protective qualities and the ability to promote clarity of thought and emotional balance.

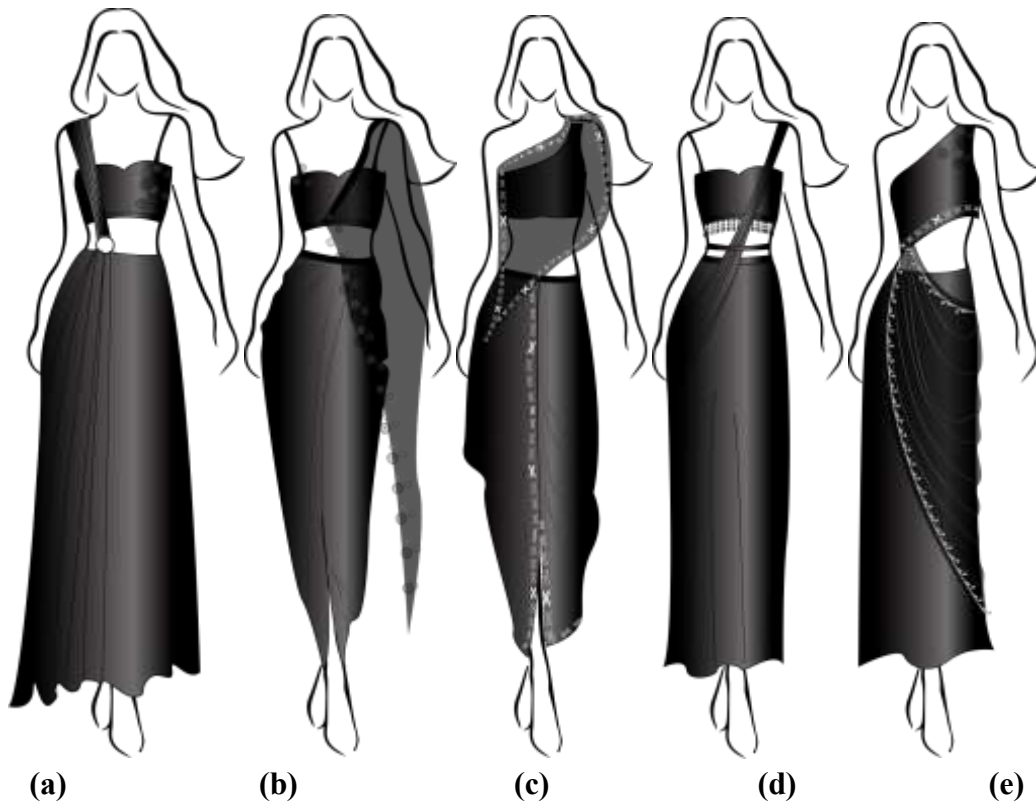


Fig.21: Design Collection For Cocktail Inspired By Black Spinel

Fig.21 Shows the design collection developed from the inspiration of black spinel. (a) Solid black metallic dothi skirt with metal ring attaching the pallu and paired with bralette with lace detailing. (b) Solid black metallic dothi skirt paired with a bralette, attached georgette cape on one side, and lace detailing. (c) Solid black metallic dothi skirt with lace detailing, paired with a bralette, and georgette cape with lace detailing. (d) Solid black metallic dothi saree paired with a bralette and waist belt with lace detailing. (e) Solid black metallic dothi skirt paired with a bralette, attached georgette cape on one side, and lace detailing.

3.2.6.1 Photoshoot



Fig.21: (a), (b) – Dothi Saree

3.2.6.2 Photoshoot



3 CONCLUSION

In conclusion, the research underscores the profound significance of focusing on designing and developing Indo-western wear for women attending destination weddings. By seamlessly blending elements of traditional Indian attire with contemporary aesthetics, the aspiration is to create ensembles that resonate deeply with wearers while also captivating onlookers. The central goal is to strike a harmonious balance between cultural authenticity and modern trends, ensuring that each garment becomes a symbolic expression of the wearer's connection to the rich heritage of India.

Moreover, it is recognized that it is imperative to incorporate sustainability into every facet of our design and development process. From sourcing eco-friendly materials to implementing ethical production practices, the commitment to sustainability underscores the dedication to responsible fashion. Prioritizing sustainability, not only minimizes the environmental footprint but also contributes to the broader movement toward a more conscientious and equitable fashion industry.

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