

HANDLOOM AND SUSTAINABLE FASHION**SRINITHI VARSHINI. P**
Mrs.MEKALA. N**Bannari Amman Institute of technology****ABSTRACT:**

We all know the role of Fast fashion in today's world. Fast fashion can be defined as rapidly producing huge mass of inexpensive, trendy and cheap clothes copying the ideas from the runway and other well known designer to high street stores based on the recent trends to meet the consumer needs. Fast fashion is also about using very low-quality materials and fabrics that don't degrade at a faster pace. Most of the garments that we use on a regular basis ends up in landfills or is incinerated causing pollution on a large scale. The one and only solution is to look for sustainable options. The area that I took is handloom and sustainable fashion. This project will help diversify the product range in handloom by contemporizing it and the designs in such a way that addresses the needs of tweens. I selected soft girl aesthetics to contemporize. Different boards like a mood board, Story board, colour board, and Client board are created. Rough Sketches were made and the final illustrations were confirmed. The pattern was developed and a collection was created from the above inspiration. The colors selected were mostly pastel colours and lighter shades of yellow, green, pink, and violet. The structure of the garment is done in such a way that it supports the aesthetics "soft girl" which I have taken. Handloom fabrics were used and patch works were done to denote girl power and coming together of ideas in an abstract way. Motifs like hearts were used to represent femininity.

Keywords:

Handloom, Sustainable fashion, soft girl aesthetics, Tween fashion

INTRODUCTION

Fast Sustainability is a trend that is going on for the past few seasons and still is in trend. More than a trend sustainability is something really important in the current situation. With tremendous climatic crises happening and other environmental issues it is time to be aware of what is the composition of the clothes that we wear and where the clothes that we wear end. Handloom and sustainable fashion is the area which has been explored in this project. The Handloom sector majorly focuses on sarees and the traditional mundu (Kerala's dhoti). The need right now in the handloom sector is diversification of the products such that we can prevent the extinction of handloom products and many people will be benefitted from the comfort and ease of wearing handloom fabrics.

Girl Power is the inspiration that was taken. handloom and girl power were related. Girl power is about coming together and loving and being there for each other as fellow women which was related to the warp and weft yarns coming together and intersecting beautifully producing a saree. It also meant being who we really are - feminine and proud of it, owning femininity. It is all about accepting the strength in softness. The coming together of ideas was represented by using patchwork as an element in the designs. The intangible inspiration was given a physical form by using various design elements and principles.

The aesthetics that I could relate to with girl power according to my view is 'soft girl aesthetics'. Soft girl aesthetics gave the power to be really strong by being soft and kind. The aesthetics had more feminine silhouettes and the colours used were mostly the tints or pastel colours. Bright colours were also used but in such a way it all looked so girlish. Tennis skirts, mini skirts and skorts, short dresses, cropped cardigans and tshirts, wide leg pants, pinnofoms are different pieces that contribute a perfect softie attire. This aesthetic was incorporated into handloom fashion. The soft girl aesthetic consisted of knitted materials but it was all done in handloom fabric. Handloom sarees were sourced which related to soft girl aesthetic and the garments were constructed.

ABOUT THE TARGET CUSTOMER:

The target customer that is selected is the tweens and early teens an age group which is neither considered young nor old. Tweens are those in the age group from eight to twelve years and early teens are those people in the age group from twelve to fourteen years. The entire collection is designed for girls in the above age group. The current market was devoid of products specifically designed for this age group right from jewellery to clothing divisions. In the trend analysis, it was evident that aesthetics like soft girl, art hoe, dark and light academia, twee

girl was famous among this age group . Soft girl aesthetics was finalized as it was in trend , relatable to the target customer and was suitable for the inspiration 'girl power'. Designing to this age group with handloom fabrics will also help them to learn the importance of sustainability and handloom and will instill a strong value in them which will decide the future decisions that they make. This will make one entire generation aware of the situation of the impact of fast fashion on the environment and make them select consciously the garments that they wear.

OBJECTIVES

- To research about sustainability and analyse the improvements that can be done to promote handloom fashion
- To understand the needs and requirements of tweens and teens and provide design solution for their problems.

METHODOLOGY

As the entire inspiration is girl power , I analysed different aesthetics that would portray girl power through my point of view and soft girl aesthetics was selected .The Predominant fabric that was used is Handloom Cotton fabric .I interacted with the handloom weavers in the Tharamangalam and Pollachi region and discussed about my designs and asked about the feasibility of it . As weaving a small scale of sarees takes time and as the sarees can be produced only in large scale ,I found an alternative for sourcing. Then I sourced handloom sarees which represented femininity and had the motifs that represented my inspiration.

Several literatures were read properly and movies like Clueless in which the lead role was a softie was seen to understand the different aspects of the aesthetics.Proper research on the target customers and brands having the same design aesthetics was done .Boards were created and sketches were made out of it . Pattern was drafted and the fabric was sourced . Finally the garments were constructed.

I developed casuals from handloom incorporating soft girl aesthetics for the tweens. Wide leg pants , cropped top and mini length dresses were designed. I went for handloom fabrics with prints like heart etc . Even accessories like scrunchies and bucket hat was made out of it.Patch work is one of the main element in this project . First different fabrics were cut into swatches as per the need of the design.They were sewn together and then the pattern was placed over the fabric swatches that has been joined.Patterns were developed from the illustrations . The fabric was spread and was cut and sewed . The below methodology was followed



PATTERN MAKING:



(Figure2 : patterns developed and visualization in colours with base colour)

MATERIALS:

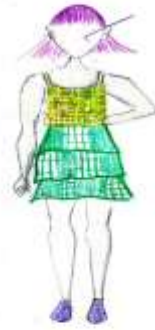
The costume requires fundamental materials like fabric, trims and accessories.

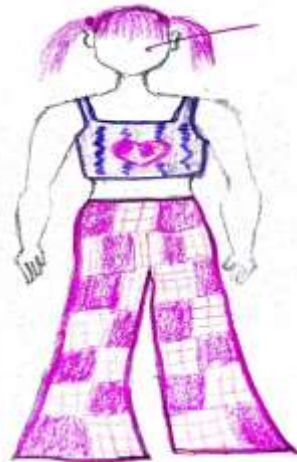
cotton fabric
Handloom fabric
Pattern sheets
Threads
Bobbin and bobbin case
Zipper

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FINAL SKETCH:





RESULTS AND DISCUSSION

The scope of this project is to use sustainable fabric and to inculcate the importance of handloom and sustainable fashion in children. The need for the current study is

- To bring product diversification in handloom sector
- To create a strong impact in the kids wear by introducing sustainability
- To cater to the needs of the tweens

As it is following the famous aesthetics 'soft girl' that is happening it is in compliance to the standards of the fashion world. The project has environmental compliance and sustainability as the raw material used and the process of making are all environmentally sustainable.

Patch works play an important role in this entire project as it denotes symbolically the coming together of ideas and being there for each other. Different types of patch works were explored. Even the motifs were selected in such a way that it supported the inspiration

Different boards like the client board, mood board, colour board was made. About 20 to 30 rough sketches were made. Three final illustrations were made using mixed media. Pattern was developed for the above design. The fabric was spread and the garments were stitched and the photoshoot was done.

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CONCLUSION

The following objectives- Researching about sustainability and analyzing the improvements that can be done to promote handloom fashion and to understand the needs and requirements of tweens and teens and provide design solution for their problems were met.

Western outfits following soft girl aesthetics and made of handloom fabric following the recent trend was developed . Target customer analysis their knowledge about handloom and sustainable fashion was also analysed. Online surveys were conducted to achieve the above .The results of which is uploaded as pie chart .

REFERENCES

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