

REJUVENATION OF SILK SAREES AS CONTEMPORARY COLLECTION**ILAMPARITHI M (192FT109)****SRI SUNDHAR C (192FT134)****MONISH K (192FT117)****Mrs. MEKALA N****BANNARI AMMAN INSTITUTE OF TECHNOLOGY, SATHYAMANGALAM**

ABSTRACT

It is a rejuvenation to bring out the richness in silk sarees and to illuminate it from fading away. Silk sarees as the key element in our project is featured for its prominent features. Silk sarees are now being shadowed and not getting appreciated as before as people tend to move towards fast fashion. Silk sarees have been losing their value in the market even though they have properties which are valued. This project concentrates on making use of silk sarees in a contemporary fashion which attracts young people and mass market. The main objective is to celebrate silk sarees and make this collection in a marketable manner. Creating this collection by following the design process in a manner where it can be marketed according to recent trends. To make it more interesting, the collection is going to be a contemporary capsule containing occasional wear which is trendy and worn by targeted generation z. Hence, revoking the style of silk sarees and making it a contemporary style clothing collection.

Keywords:

Silk, Silk sarees, Contemporary fashion, Gen Z , Capsule collection, Rejuvenation, Market Trend.

INTRODUCTION

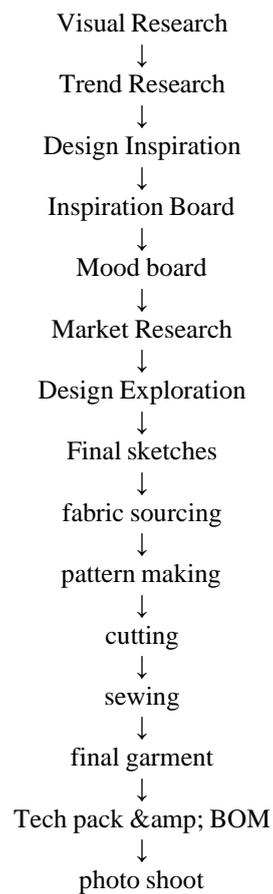
Silk sarees cherished and celebrated by south Indians is now being demoted from its position. As the upcoming Generation is important to value the customs and culture of our rich heritage in one way or the other. Bringing back the importance of silk sarees among GenZ is much needed in today's fashion. This project is to bring out the richness in silk sarees and to illuminate it from fading away. Silk sarees as the key element in our project is featured for its prominent features. The main objective is to celebrate silk sarees and make this collection in a contemporary manner. To create this collection in a manner where it can be marketed according to recent trends. Silk sarees are now being shadowed and not getting appreciated as before as people tend to move towards fast fashion. Silk sarees have been losing their value in the market even though they have properties which are valued. Hence, our project concentrates on making use of silk sarees in a contemporary fashion which attracts young people and mass market. To design this collection in a contemporary way by using the design process to reach out to fast fashion. To entice the retail market, it is essential that it is affordable to the mass market and checks all its classifications. Hence, Rejuvenating the richness of silk sarees by using innovative ideas through design thinking and conceptualizing it in a whole different genre attracting the generation Z.

OBJECTIVES

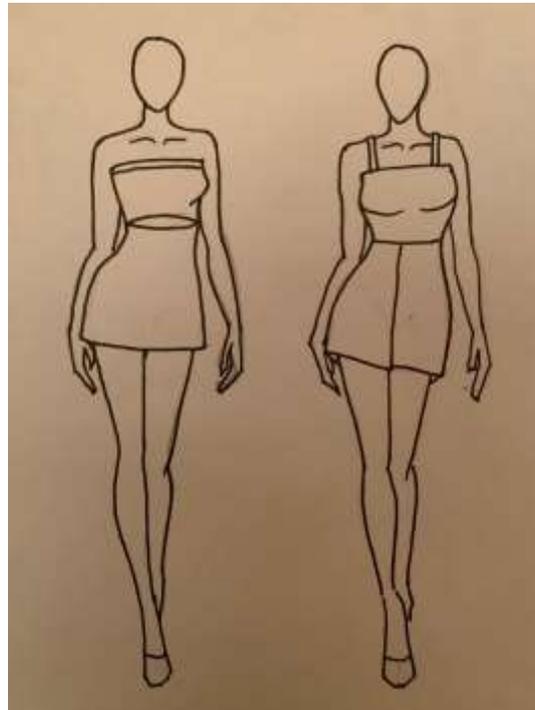
- To rejuvenate the richness of silk sarees and bring recognition for its heritage.

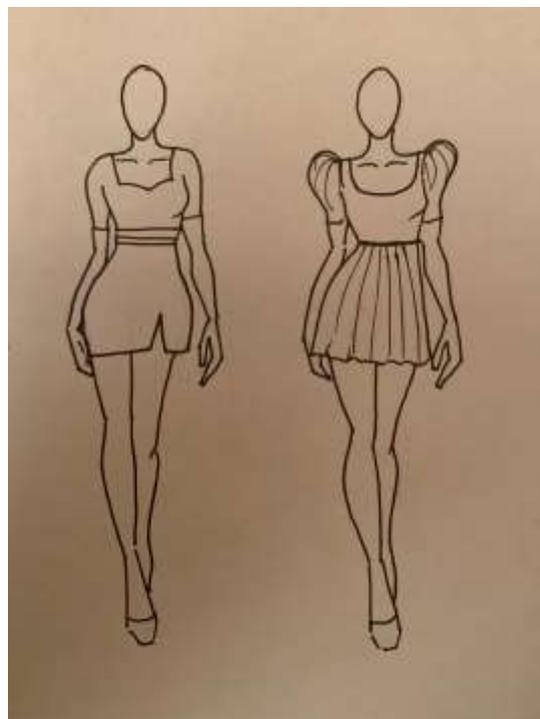
- To design this collection in a contemporary way in order to reach out to gen z.

METHODOLOGY



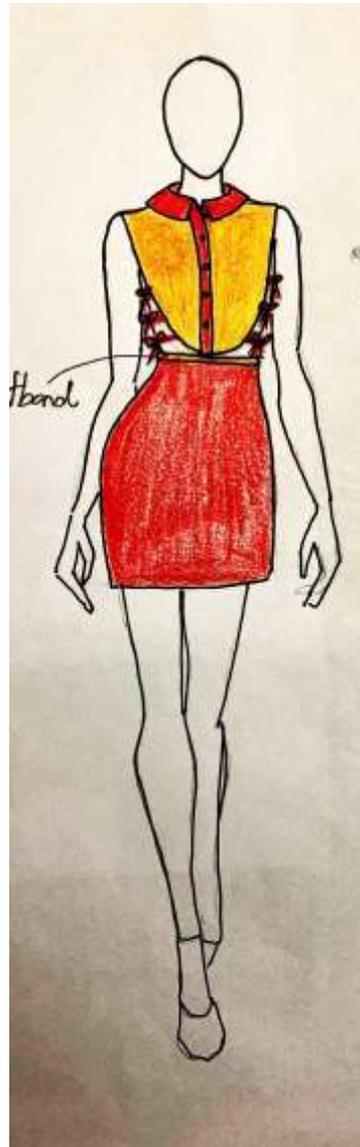
DESIGN EXPLORATION

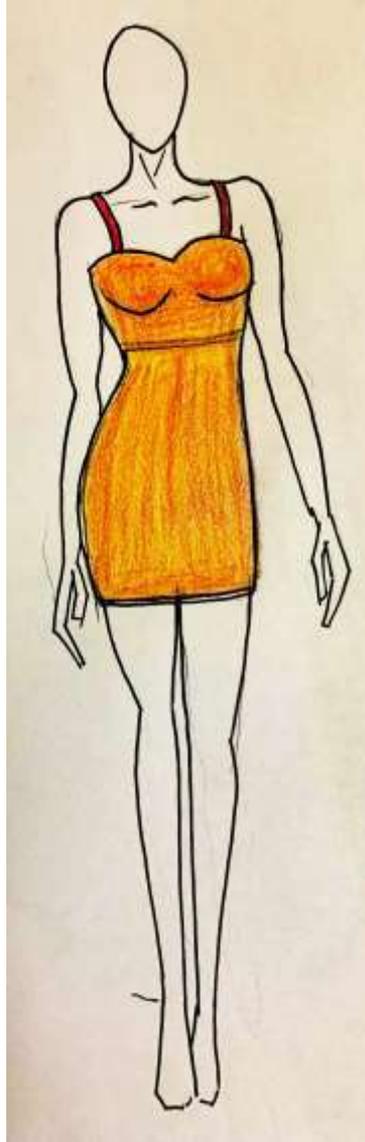




FINAL SKETCH

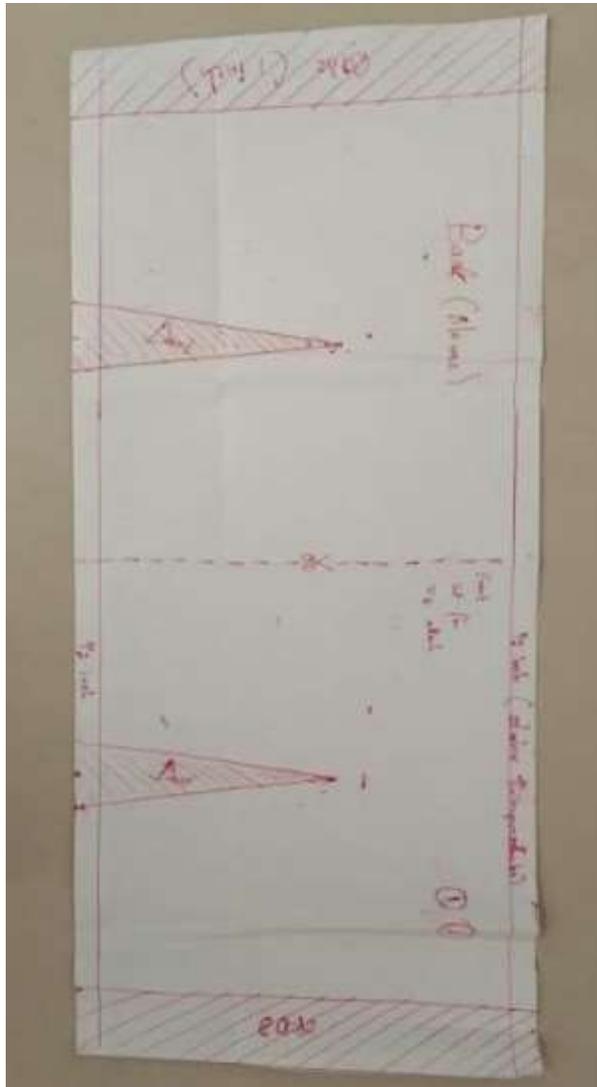






PATTERN MAKING





MEASUREMENT CHART:

	H23	MFPT500804 - 123TLOVEM	0052TECHNICAL DETAILS	WOMENS SHORT DRESS COLLECTION-03/06/23, 3:53 PM
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MEASUREMENTS

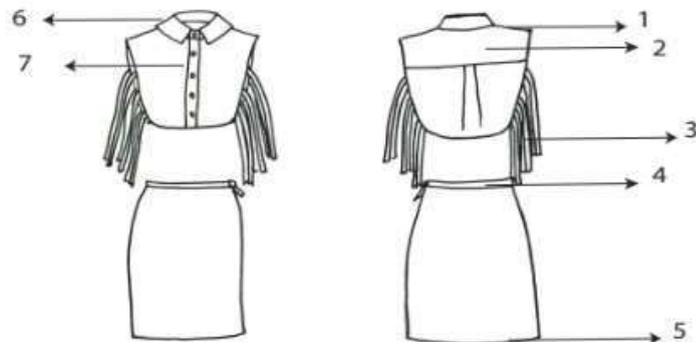
S NO	MEASUREMENT	MEASUREMENT IN INCHES	ALLOWANCE
1	WAIST	23 1/4	+/- 1
2	CENTRE FRONT	10	+/- 1
3	FULL LENGTH	13	+/- 1
4	UPPER BUST	28	+/- 1
5	BUST BAND	23 2/4	+/- 1
6	SHOULDER LENGTH	4	+/- 1
7	NECK	4	+/- 1
8	SHOULDER SHOPE	13	+/- 1
9	NECK CIRCUMFERANCE	12	+/- 1
10	ARMHOLE DEPTH	6	

	H23	MFPT500804 - 123TLOVEM	0052TECHNICAL DETAILS	WOMENS SHORT DRESS COLLECTION-03/06/23, 3:53 PM
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S NO	MEASUREMENT	MEASUREMENT IN INCHES	ALLOWANCE
11	NECK TO WAIST	12	+/- 1
12	NECK TO BUST	8	+/- 1
13	SHOULDER SLOPE BACK	13 1/2	+/- 1
14	BACK WIDTH	10	+/- 1
15	SHOULDER TO BUST	8	+/- 1
16	ACROSS BUST	8	+/- 1
17	ACROSS SHOULDET	7	+/- 1
18	SIDE LENGTH	6	+/- 1
19	HIP	32	+/- 1
20	WAIAT TO KNEE	24	+/- 1
21	UPPER HIP	22 1/2	+/- 1
22	WAIST TO LOWER BUST	28	+/- 1
23	FULL SLEEVE	20	+/- 1
24	POINT TO SIDE	5 1/2	+/- 1
25	CF TO NIPPLIE	4	+/- 1

TECH PACK:

	#23	MFPTS00804 - 123TLOVEM	001 SKETCH	WOMENS SHORTDRESS COLLECTION-03/06/23, 3:59 PM
Detail pages				



- 1. SHOULDER SEAM
- 2. BACK YOLK
- 3. DECORATIVE PLEATS
- 4. WAIST BAND
- 5. BOTTOM HEMM
- 6. COLLAR AND COLLAR STAND
- 7. FRONT BOTTON PCKET

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	H23	MFPTS00804 - 123TLOVEM	0052TECHNICAL DETAILS	WOMENS SHORT DRESS COLLECTION-03/06/23, 05:31PM
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SEAM TYPE



- 301 - LOCK STITCH - ARM HOLE, COLLAR, SIDE SEAM
- CD 190 - SANDWIC SEAM - BACK YOLK
- H110 - FOLD HEMM - BOTTOM HEMM
- H150 - FACED HEMM - BUTTON PLACKET

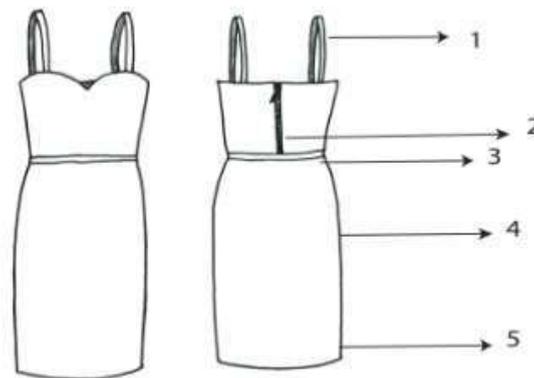
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Properties

	Product code	MMFPTS00805	Manufacturing type	Negocie
	Name	WOMENS SHORT DRESS	Sizes	XS-XL
	Product description	CROP TOP WIT SHORT SKIRT	Default Size	M
	Model	CMP002202		
Equipe				
	Stylist	MONISH K	Product technician	
	Model maker		Quality controller	
	Pattern maker		Production manager	SUNDHAR C
	Mechanician		Merch Purchaser	
	Developer	ILAMPARTHI M		

	HQ3	MFPTS00805 - 123TLOVEM	001 SKETCH	WOMENS SHORT DRESS COLLECTION- 03/06/23, 3:53 PM
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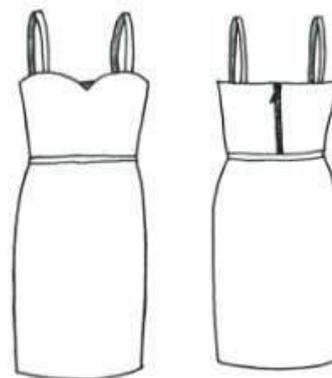
Detail pages



- 1. SHOULDER STRAP
- 2. BACK ZIPPER
- 3. WAIST BAND
- 4. SIDE SEAM
- 5. BOTTOM HEMM

	HQ3	MFPTS00805 - 123TLOVEM	001 SKETCH	WOMENS SHORT DRESS COLLECTION- 03/06/23, 3:53 PM
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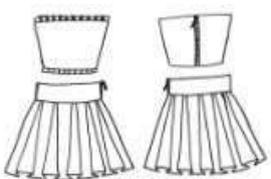
SEAM TYPE



- 301 - LOCK STITCH - ARM HOLE, SIDE SEAM
- H110 - FOLD HEMM - BOTTOM HEM
- H200 - FOLD HEMM - BINDING EDGE
- C120 - LAPPED SEAM

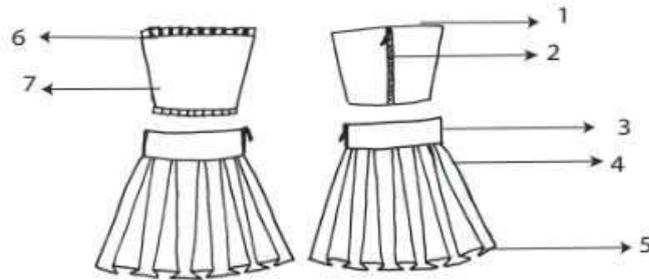
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Properties

	Product code	MMFPTS00806	Manufacturing type	Negoce
	Name	WOMENS SHORT DRESS WITH PLEAT	Sizes	XS-XL
	Product description	CROP TOP WIT SHORT SKIRT	Default Size	M
	Model	CMP002201		
Equipe				
Stylist	MONISH K	Product technician		
Model maker		Quality controller		
Pattern maker		Production manager	SUNDHAR C	
Mechanician		Merch Purchaser		
Developer	ILAMPARITHI M			

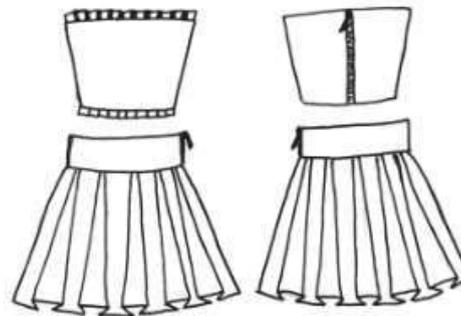
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Detail pages



- 1. SHOULDER SEAM
- 2. ZIPPER ATTACH
- 3. WAIST BAND
- 4. BOX PLEAT
- 5. BOTTOM HEMM
- 6. FRONT PLEAT DECORATIVE
- 7. SIDE SEAM TOP

	H23	MFPT500806 - 123TLOVEM	0052TECHNICAL DETAILS	WOMENS SHORTDRESS COLLECTION- 03/06/23, 05:37PM
SEAM TYPE				



301 - LOCK STITCH - ARM HOLE, COLLAR, SIDE SEAM
 CD 190 - SANDWIC SEAM - BACK YOLK
 H110 - FOLD HEMM - BOTTOM HEMM
 C120 - LAPPED SEAM

RESULTS AND DISCUSSION

Thus, this project concentrates on making use of silk sarees in a contemporary fashion which attracts young people and mass market. To design this collection in a contemporary way by using the design process to reach out to fast fashion. To entice the retail market, it is essential that it is affordable to the mass market and checks all its classifications. Hence, Rejuvenating the richness of silk sarees by using innovative ideas through design thinking and conceptualizing it in a whole different genre attracting the generation Z.

ACKNOWLEDGEMENT

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CONCLUSION

Hence, by following the design process and improvising the techniques, a contemporary collection was developed by following the design process keeping silk sarees as our main element. incorporating feminine and floral aesthetics. Designs were developed with GENZ silhouettes and silk sarees creating a perfect blend between those two key elements. The collection was curated to rejuvenate silk sarees in a contemporary manner and it was achieved by following design processes.

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- [6] LITTLE WOMEN by LOUISA MAY ALCOTT
- [7] BRIDGERTON by JULIA QUINN