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### CONTEMPORIZATION OF CHOLA DYNASTY FOR CURRENT FASHION

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#### ABSTRACT

Contemporization is the way of changing something to make it survive for years with demand in today's fast moving technology world. Hence, contemporizing our history (Chola dynasty) for current Indo-western fashion is a good way to make notice historical trendy fashion designs by ancient Cholas. Chola sculptures (material culture) taken as inspiration to design garments by following double diamond model [Discover, Define, Develop and Deliver] and SCAMPER technique. High drapable to stiff fabrics (with digitally printed antique patterns) will be used in final output which adds rich and elegant look. High fashion photography is used to capture the essence of the designed garments. Costumes for both male and female can be done for any kind of fashion from ethnic to modern by implementing the prints/design patterns developed as a part in design process.

#### Keywords:

Contemporization, Cholas sculpture, Double diamond model, Ethnic to Modern fashion, High fashion photography.

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#### INTRODUCTION

Covid pandemic made most of us to think about "What the real happiness is? How our elders lived happily without technology?" These questions/thinking and loneliness left most of us in nostalgia. Everyone is becoming more sensational and emotionally weak which are all the effects of nostalgia.

Most of us started spending time with family members and started reading books. Large number of youngsters are inspired by the stories and interesting memories of their parents, grand parents and ancestors. "Ponniyin Selvan I" movie is a little result of this. It was welcomed gratefully by everyone. In that way Cholas attracted a lot with their power, creativity, innovation and technology. (Current trending Conical bra is actually done by our ancestor Saint karaikkal ammaiya sculpture done in Chola period. This example clearly shows that recurring fashion cycle is happening now) We are still lacking something in tech world, but Cholas had many innovative technologies at the earliest. This made anyone to think how? Cholas are great in their creativity in making Sculpture statues with live power. There are many antique patterns. in the sculptures wherever they done.

Hence bringing the positive spirit of history to live with high antique values carrying many interesting stories behind it, will surely be a great solution for nostalgia. Because the wearer get the confidence, uniqueness and great proud feeling while wearing such costumes.

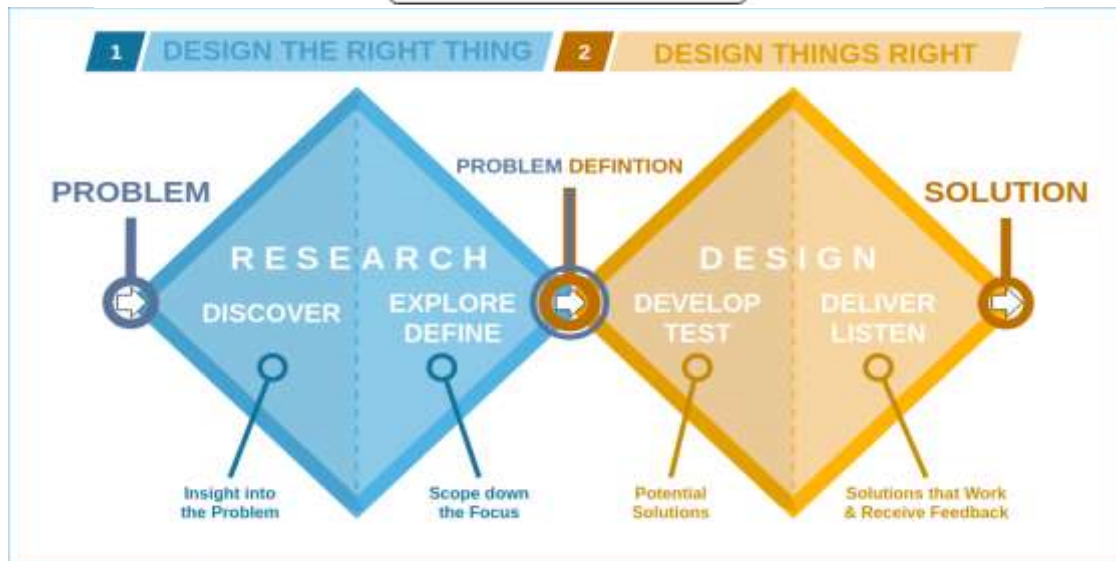
This inspired to make it happen through fashion world by contemporizing them with creativity in a new way for current indo western occasional wears particular weddings.

#### METHODOLOGY

Methodology gives a clear path to do a work effectively and efficiently. Choosing right way doing a work is for very important any project. Double Diamond Model is chosen as design process method to carry out the project. Double diamond Model provides wide & way to explore ideas and inspirations and leads ideas in a proper manner.

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The Chola's are the greatest rulers of South India with unbeatable history of ruling major parts of south India. They ruled Srilanka, Nicobar Islands, a part of china islands. Apart from ruling power they are known for their creativity and uniqueness in art and architecture.

In the research of our history we got inspired by the creativity of Cholas in their sculptures (material culture) and the intricate design works. Gangaikonda Cholapuram and Brahadeeswarar temple resembles same in layout even though Rajendhra Cholan haven't visited Brahadeeswarar temple built by his father Rajaraja Chola. Gangaikonda Cholapuram is great in designs when compared to big temple. The style of sculpting figures made us stared how they partitioned the parts of the body which is more live. They used nine heads theory for sculpting figures and before sculpting they done sketches in leaves/stones to visualize how the outcome will look like and gives idea for sculpting it. The sketches done by following the theory lived by chola's to sculpt the statues. The photographs, images, quotes, inspired sentences during discovery and research of Chola history was made as boards for next stage of define stage.

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(Figure 1:Color board and inspiration board)

Inspiration and colour boards (Figure 1) are developed. Extraction of intricate patterns from inspirations and making of new patterns using SCAMPER technique. Pattern/element extraction from inspirations are given in the figure.2. These extracted patterns carry antique values and majestic stories behind it, which is a cure for nostalgia. The patterns are not limited to this, there are 1000 of unique patterns can be extracted from the works of Cholas.



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

(NOTE: These patterns can be weaved in traditional Kancheevaram silk, cotton and polyester and can also use block, screen and digital printing methods but the way of having patterns on fabric will differ according to the status and affordability of the clients.)

Now, costume designing starts with rough sketching (brainstorming of creative ideas). Shortlist the best designs and render it with colours and all visual appearance such as fabric texture, colors, pattern placements, highlight and shadows.



*(Figure 3:final sketches with fabric colours implanting print designs can me done according to the wish of user/ clients)*

The process of fabric sourcing happens with the help of final sketches to analyse the needed fabric type, GSM, Finishing, colours & quality. The Custom made patterns with antique values and carrying over great history in it is printed in fabric according to the design finalized. Here, design process ends and tailoring begins with measuring the user/ client who is going wear it and to be photographed in high fashion photography .After taking measurements, pattern need to be drafted with ease and seam allowance.(use pattern development softwares for accurate patterns) Then, place patterns on fabric cut it out and sew using SNLS with 8 to 10 SP1 to have better seam strength of 30 IBS in woven fabrics, and 4 thread overlock to secure the raw edges from ravelling of threads. After finish sewing, fit check needs to be done and alterations are made from the feedback in fit check. Here comes the interesting final stage of the project. The model is photographed with all studio setup, makeup, hairdo in high fashion mode to capture and reach the target audience and market, through the availability mediums like magazines, journals, and social media.

#### **MATERIALS:**

The costume requires fundamental materials like fabric, trims and accessories. The fabric used for printing is applied on 40s cotton plain weave dyed fabric that leads to better results. Trims that can be used are such as series of sequins for shimmering and glittering effect, 2mm tube beads with green beads can be used for handling at top bottom hem. Use quality threads for sewing which increases the seam strength.



*(figure4: Sequins, tube beads)**(Figure 5 :40s cotton printed Fabrics)*

### CONCLUSION

Contemporization of designs and works of Chola dynasty for current indo-western fashion will make them survive in this tech world with antique values caring great history. Having such great patterns / designs in our clothes will surely make a positive vibe in you by healing nostalgia in you. The main reason for nostalgic feeling is the loneliness because everyone from kids is living, separated world with social media. And it makes people lazier and they are not ready to analyse the world by their own. "Hence, it is very much necessary to make them note the surrounding. Fashion is a way for it. As a result, patterns with antique values and indo-western outfits with the essence of Indian touch. At the same time, the patterns can be applied in other sectors like home textiles, accessories, utensils and so on. These sector also have the same value as fashion sector.

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