

**DESIGN EVOLUTION FROM OKINAWA**

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**ABSTARCT:**

This paper historicizes when wearing vintage clothing first became fashionable in the United States. Our inspiration is Okinawa, it was a Japanese island and also inspired from Shuri castle was famous in Okinawa. I contend that the emergence of vintage occurs as a form of alternative consumption alongside changes that occurred in the garment industry such as outsourcing and product licensing. These changes led many consumers to seek more authentic consumption experiences. The design Okinawa was infused in Men's casual wear. Consumers attribute characteristics to vintage Okinawa clothing that are typically part of authenticity discourse such as it being of exceptional quality, original, handcrafted, made from natural fibers, and providing continuity with the past.

**Keywords**

Vintage, vintage clothing, Okinawa traditional costume, shuri castle fashion trends, garment industry

**INTRODUCTION**

Okinawa is a Japanese island in the East China Sea. In Naha City, Shuri Castle is the rebuilt palace of the Ryukyu Kingdom. Okinawans have intertwined the cultures of the Chinese and Japanese into their own, producing a multitude of colorful holidays and festivals. Inspired from Okinawa traditional costume and shuri castle. These are main domain used to develop a design our Garment.

Implementing the features of Okinawa tradition in modern casual wear.

**ACKNOWLEDGMENT**

We wish to express our sincere thanks to Faculty guides Mrs. Vaneeswari N for their constructive ideas, encouragements, excellent guidance and much needed technical support extended to complete our project work.

**LITRATURE REVIEW**

Literature/ Articles	Author	Information learned
<a href="https://schoolconnect.com/blog/ikigai-book-reasons-to-read-summary-and-much-more/">https://schoolconnect.com/blog/ikigai-book-reasons-to-read-summary-and-much-more/</a> Ikigai Book	Hector Gracier	The Japanese secret of Long and Happy Life
Japan's World Heritage Sites: <a href="https://books.google.com/books/about/Japan_s_World_Heritage_Sites.html?id=NyAdBAAAQBAJ#v=onepage&amp;q=japan%20world%20heritage%20sites&amp;f=false">https://books.google.com/books/about/Japan_s_World_Heritage_Sites.html?id=NyAdBAAAQBAJ#v=onepage&amp;q=japan%20world%20heritage%20sites&amp;f=false</a>	John Dougill	During the time of the Ryukyu Kingdom, important state ceremonies were held in the inner compound of Okinawa's Shuri Castle, including the reception of foreign dignitaries.

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Clothing fit preferences of young female adult consumers ISSN: 0955-6222 <a href="https://www.emerald.com/insight/content/doi/10.1108/09556220510577961/full/html">https://www.emerald.com/insight/content/doi/10.1108/09556220510577961/full/html</a>	Marina Alexander, Lenda Jo Connell, Ann Beth Presley	Relationship between body type and fit preferences
Debate: Traditional clothes vs western clothes. <a href="https://www.dawn.com/news/884791/debate-traditional-clothes-or-western-trends">https://www.dawn.com/news/884791/debate-traditional-clothes-or-western-trends</a>	Dawn	Follow the new trends of clothes but If we are not going to promote our customs then nobody will, and it is likely that it will become extinct.
List of light weight fabrics <a href="https://www.leaf.tv/articles/list-of-lightweight-fabrics/">https://www.leaf.tv/articles/list-of-lightweight-fabrics/</a>	chris burke	Properties of each light weight fabric
What You Need to Know About Fabric Weight <a href="https://blog.dhakai.com/fabric-weight/">https://blog.dhakai.com/fabric-weight/</a>	Dhakai at <a href="mailto:info@dhakai.com">info@dhakai.com</a>	Type of fabric weights based on the calculation of GSM
Why is Georgette, So Gorgeous? <a href="https://www.aala.com/blog/why-is-georgette-so-gorgeous/">https://www.aala.com/blog/why-is-georgette-so-gorgeous/</a>	Zeeshan Zafiri	Detailed view of georgette fabric.

**Materials used:**



**COTTON THREAD      PRINT FABRIC      BUTTONS**

**COST OF MATERIALS:**

Material	Cost
Cotton fabric printed	-3900₹
Sewing thread	-96 ₹
Pant fabric	-1260₹
Inner garment fabric	-405₹
Trims (buttons)	-45₹
Elastic band	-10₹
<b>Total</b>	<b>= 5716₹</b>

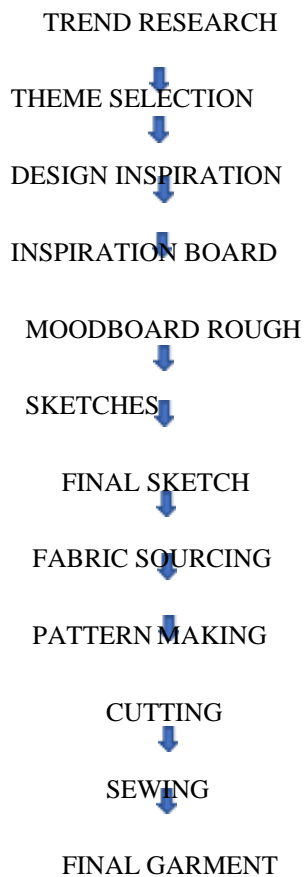
**METHODOLOGY**

- ❖ Visual research.
- ❖ Inspiration board development.
- ❖ Moodboard Development.
- ❖ Design Exploration and conceptualization.

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- ❖ Finalization of design and materials.
- ❖ Garment Construction.
- ❖ Fitting
- ❖ Photoshoot.



### EFFECTIVE UTILIZATION OF THE MODERN TOOL:

Existing solution for the identified problem:

In Men's casual wear all types of sleeves has less air circulation this is our problem starting point.



(Fig 1 shows the problem )

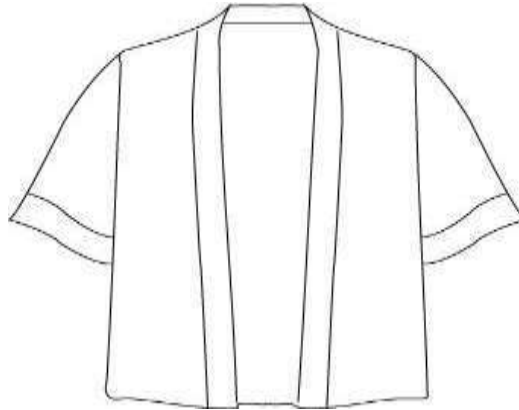
Proposed solution for the problem :

- ❖ Ryusou sleeves are used instead of normal sleeves.
- ❖ Here the Ryusou sleeves are used in the sleeve area to have a good air circulation.and It will give good look

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to the shirt.



(Fig 2 shows the solution)

### INSPIRATION BOARD



(fig 3 shows inspiration board)

Okinawa is a Japanese island in the East China Sea. In Naha City, Shuri Castle is the rebuilt palace of the Ryukyu Kingdom. Okinawans have intertwined the cultures of the Chinese and Japanese into their own, producing a multitude of colorful holidays and festivals. Inspired from Okinawa traditional costume and shuri castle. These are main domain used to develop a design our Garment.

MOODBOARD:

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*(Fig 4 shows how will be the output. And it shows men's trend casual wear.)*

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

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*(Fig 5 shows the illustration sketches )*

Rough sketches were down and experimented the look Final sketches was developed from thorough sketches .Light weight georgette fabric was sourced and implementing the surfaceembellishments. Measurements are taken Based on design collection a garment was developed



*(it shows final garment)*

Final sketches are used to analyse the required fabric type, GSM, Finishing, colours, and quality during the fabric sourcing process. According to the 53inalized design, custom crafted patterns with antique values and considerable historical significance are embroidered in cloth. Patterns must be drawn with ease and seam allowance after measurements have beentaken. In order to achieve a seam strength of 30 IBS in woven textiles, place patterns on fabric, cut them out, then sew using SNLS with 8 to 10 SP1 and a 4-thread overlock to protect

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the raw edges from thread ravelling. After sewing is complete, a fit check must be performed, and adjustments are made based on the results. The project's intriguing last phase is about to begin. In order to capture and reach the target audience and market through the available means, such as magazines, journals, and social media, the model is photographed with a complete studio setup, makeup, and hairdo in high fashion mode.

### CONCLUSION:

The preservation of Okinawa tradition in this technological age while maintaining their historic significance will depend on modernising their designs and construction for Indo-Western trends. Our garments' amazing patterns and designs will make you feel good by easing your sense of nostalgia. The loneliness that results from everyone, even children, living in a social media-separated world is the primary cause of the nostalgic emotion. Additionally, it makes people sluggish and less prepared to independently analyse the world. Therefore, it is crucial to make kids aware of their surroundings. It is done through fashion. As a result, there are patterns with historical significance and Indo-Western clothing with an Indian influence. Additionally, The designs can be used in a variety of industries, including household textiles, accessories, cutlery, and more. These industries are worth the same as the fashion industry.

### References:

- <https://whc.unesco.org/en/list/249>
- <https://www.dawn.com/news/884791/debate-traditional-clothes-or-western-trends>
- <https://www.leaf.tv/articles/list-of-lightweight-fabrics/>
- <https://blog.dhakai.com/fabric-weight/>
- <https://www.goodreads.com/en/book/show/40534545-ikigai>