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# IMPLEMENTATION OF BANJARA ART IN CONTUMPORARY CASUAL WEAR.

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**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 has created identity crisis. The Problem that I identified is uncertainty and confusion in which a person's sense of identity becomes insecure. The one and only solution to this is to rebound to the origin. My inspiration is based on Banjara which is the tribal culture of Rajasthan. I have developed Casuals for w omen from it. Different boards like mood board, Story board, colour board and Client board is created. Rough Sketches were made and the final illustrations was confirmed. Pattern was developed and a collection was created from the above inspiration.

**Keywords**:
Contemporization, of Banjara art, Double diamond model, Ethnic to Modern fashion, High fashion photography.

## INTRODUCTION:
Fast fashion is so prevalent in today's world. Consumers are so preoccupied with following trends that they have forgotten who they truly are and the values that underpin their character and interests. Fast fashion has a negative impact on the environment by depleting non-renewable resources, emitting greenhouse gases, and consuming massive amounts of water and energy. It also contributes significantly to the total amount of waste in landfills as well as carbon emissions. Fast fashion not only has a negative impact on the environment, but it has also caused an identity crisis. The issue that I identified is emotional rather than technical. One of the main issues in the current situation is uncertainty and confusion, which causes a person's sense of identity to become insecure. The identity that clothes give us must help us connect to our true selves and should be consistent with who we are. Also, our Indian culture is fading, with many of our Indian traditions almost extinct. So the only way/solution to this problem is to return to the origin. With Maniratnam taking on Ponniyin Selvan and English

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series like The Crown, we can see a trend of returning to roots in almost every area. Even in this season, Y2K is still popular. The pandemic has caused everyone to reconnect with their true selves and consider their identity. My collection is based on this and is going to address the above issue .

Banjara embroidery is known for its lively decorations, which include cowrie shells, mirrors, and applique work. We incorporate traditional work into contemporary casual wear. Which everyone will use on a regular basis. As a result, it is used by tribal people in Rajasthan, where it originated. Banjara embroidery is mostly done on cotton cloth. In today's world, most traditions are dying out. We are not looking back into a tradition that is fading in today's fast-paced world. So the main goal is to make banjara art more widely available. As a result, Contemporization is a method of changing something. to make it last for years with demand. There is no time in today's fast-paced technological world to learn where we came from or what our history is. As a result, the Banjara people's tradition is being modernised for current fashion. Lycra fabric is combined with banjara fabric to give the fabric a more casual appearance.

### LITERATURE SURVEY:

The Banjara are a nomadic people from the Indian states of Rajasthan, North-West Gujarat, and Western Madhya Pradesh, as well as the pre-independence Pakistani province of Eastern Sindh. They claim to be members of the Agnivanshi Rajput clan and are also known as Banjari, Pindari, Bangala, Banjori, Banjuri, Brinjari, Lamani, Lamadi, Lambani, Labhani, Lambara, Lavani, Lemadi, Lumadale, Labhani Muka, Goola, Gurmarti, Gormati, Kora, Sugali, Sukali, Tanda, Vanjari, Vanzara

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**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.
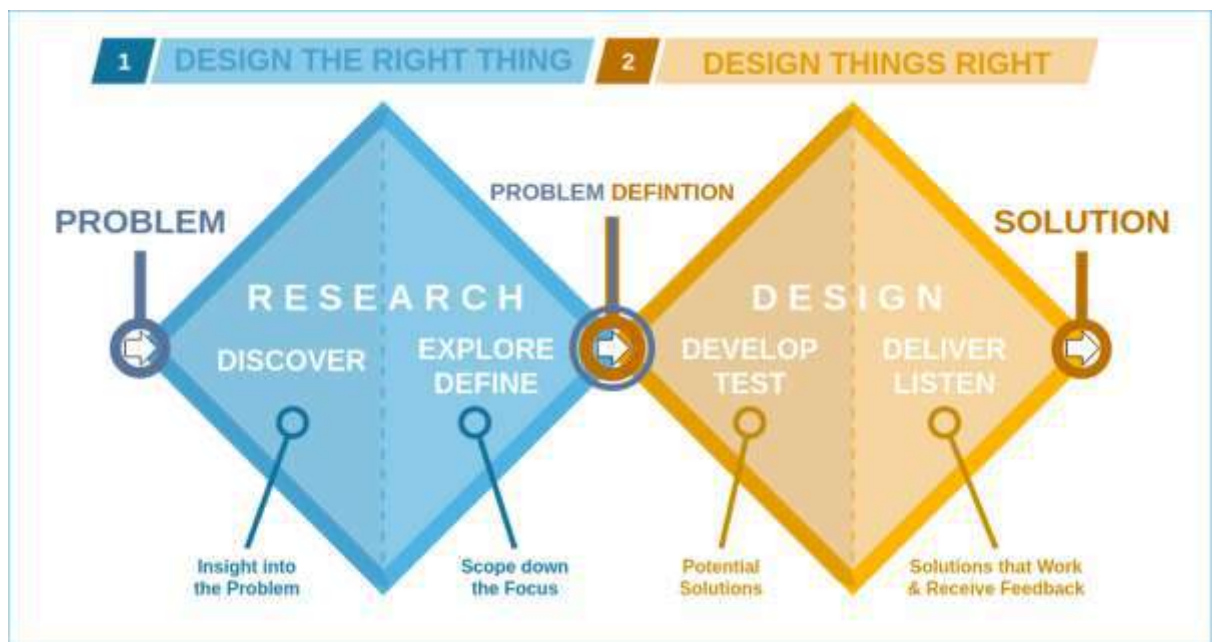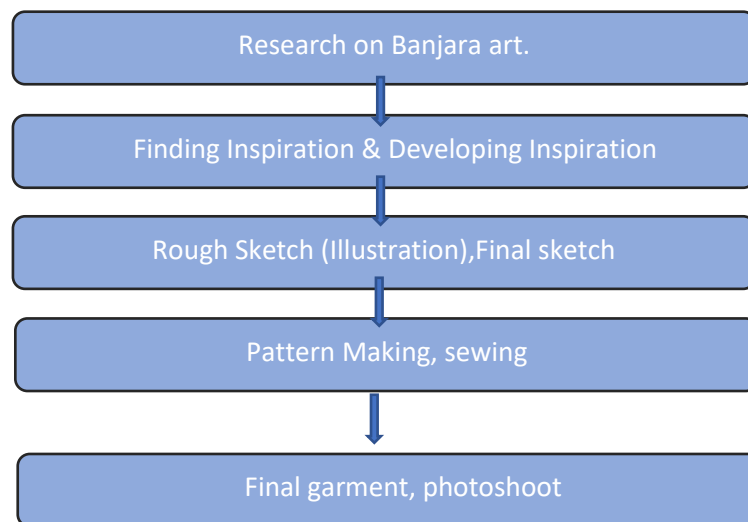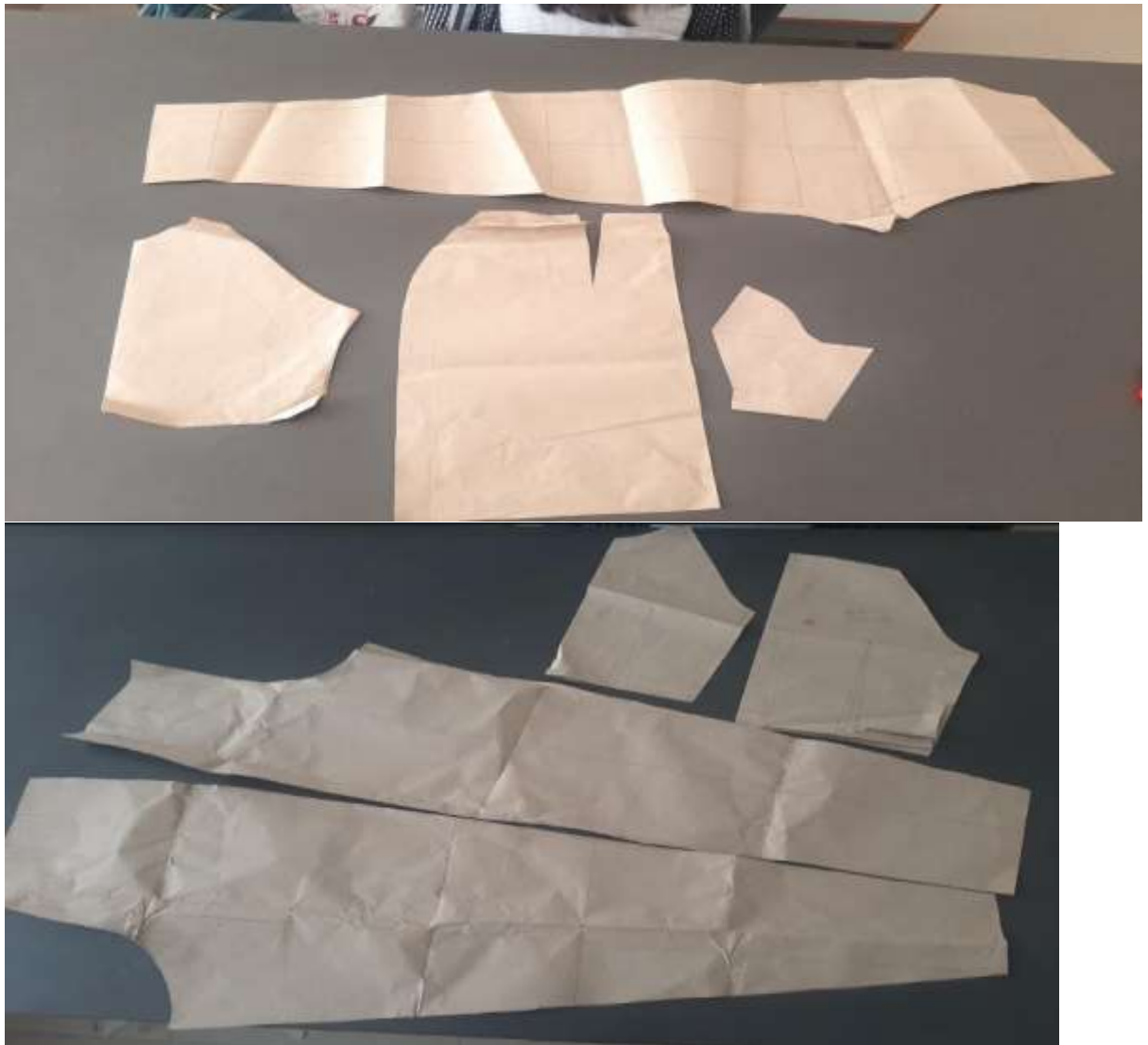
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*(Figure 1:Color board and inspiration board)*

**PATTERN MAKING:**

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



**FINAL SKETCH**



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*

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

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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.

Banjara fabric
Lycra fabric
Pattern sheets
Threads
Bobbin and bobbin case
Zipper

**FINAL SKETCH**

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## TECHNIQUE

The threads and appliqué used in lambada embroidery are combined with mirror work and other embellishments.

Tribal women embellish their vibrant clothes, such as phetiya (skirts) and kanchali or cowries, with coins, shells, buttons, cowries, and tiny pieces of mirror (blouse).

The patterns are mostly grid-like geometric motifs. In Banjara embroidery, 14 different types of stitches are employed. Kilan, Vele, Bakkya, Maki, Suryakanti Maki, Kans, Tera Dora, Kaudi, Relo, Gadri, Bhuriya, Pote, Jollya, and Nakra are some of them. Additionally, running stitches, which resemble tiny dashes and produce a variety of designs on the fabric, are used.

Following the research phase, a basic draught must be created in order to determine the type, necessity, GSM, Finishing colours, and quality of the fabric,until the sketch is finished.

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 Measuring the model who will be featured in high fashion photography here marks the conclusion of the creative process.

Patterns must be drawn with ease and seam allowance after measurements have been taken.

Place the patterns on the fabric, cut them out, and sew using SNLS with 10 SP1 for higher room strength, 30 IBS for woven fabrics, and a "B" needle overlock to protect 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. To capture and attract the intended audience and market, the model is photographed using a complete studio setup, makeup, and hairstyle in high fashion mode, Through the availability mediums like magazines, journals and social media.

## CONCLUSION:

The following objectives- analysing tribal culture of banjara and transforming those into garments, Acquiring knowledge about different fabrics and using them wisely, Understanding the psychology of colours and implementing the same according to the need of the project.

Bold oversized blazers with western silhouettes, halter with high neck top, mini top, mini skirts  which are right now in trend was contemporized with Banjara specifically for the Indian customers was developed. Target customer analysis their demographics and psychographics was also analysed. Online surveys were conducted to achieve the above. The results of which is uploaded as pie chart .

        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.

## REFERENCES:

- The art and literature of Banjara lambanis