

# Development of Designer Kurta for College Going Girls and Assessment of Its Preference



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## Abstract:

The Study was carried out at Udaipur city of Rajasthan with the objective to find out the current market trend of kurta and develop designer kurtas using various fabric with appropriate embellishment for college going girls. An interview schedule was used to collect data about current market trend of kurtas. Based on the result of the preliminary survey, the researcher developed 10 handmade sketches of designer kurta pattern and rated by five point scale having different parameters. The selected designs were evaluated by a sample of randomly selected ten college going girls and ten boutique owners. Designer kurtas were found highly acceptable among college going girls and boutique owners in terms of fabric selection, combination of different colors and embellishment used.

**Key words:** Designer kurta, embellishments, acceptability.

## Introduction:

Clothing is one of the most fashion-oriented product. College going girls use clothing not only to express their individuality but also to obtain social approval. In past, college going girls used to wear all over pattern in salwar-kurta. Not much combination of various fabrics was popular in those days. But now a days, new changes have evolved in readymade apparels for young women in fashion and apparel Industry. Hence with this thought in mind the researcher thought of giving designer look to kurta in the present investigation and thus planned on "Development of designer kurta for college going girls and assessment of its preference".

## Methodology:

The present study was carried out at Udaipur city.

**I. Selection of the sample:** The information was purposively collected from the boutiques owners and college going girls at Udaipur city. In the study two types of sample were selected.

**a). Boutiques owner:** Ten boutiques were selected from Udaipur city who were engaged in selling the designer kurta for assessing past trend and also for evaluation of designed kurtas..

**b). Consumer:** Ten College going girls were selected to assess their preference of designer kurta with various embellishment like sequin work, machine embroidery, hand work, laces etc.

**II. Development of Tool:** For the present study two types of tool were used for data collection i.e. Interview schedule and Rating Performa.

**Interview schedule** was used to collect the information about traditional designs used in kurta pattern.

**Rating Performa** was used for evaluation of developed designer kurta patterns. The rating Performa had following parameters:

1. Suitability of fabric / design
2. Suitability of embellishment
3. Suitability of colour combination and
4. Overall appearance

A five point rating scale was developed using five point continuum i.e. excellent – 5, good-4, fair-3 poor-2 and very poor-1.

### III. Development of designer kurta:

On the basis of the information gathered from college going student about their preference and likings the researcher developed ten designer kurta sketches with design Code No. A to J using different designs, color combinations, fabrics & variety of embellishment as shown in Plate - 1 & Plate – 2.

#### Plate 1: Designer kurta Sketches developed with Specific features



**Plate 2: Designer kurta Sketches developed with Specific features**



Design Code : D



Design Code-E



Design Code: G



Design Code:H



Design Code : I



Design Code : J

## Results & Discussion:

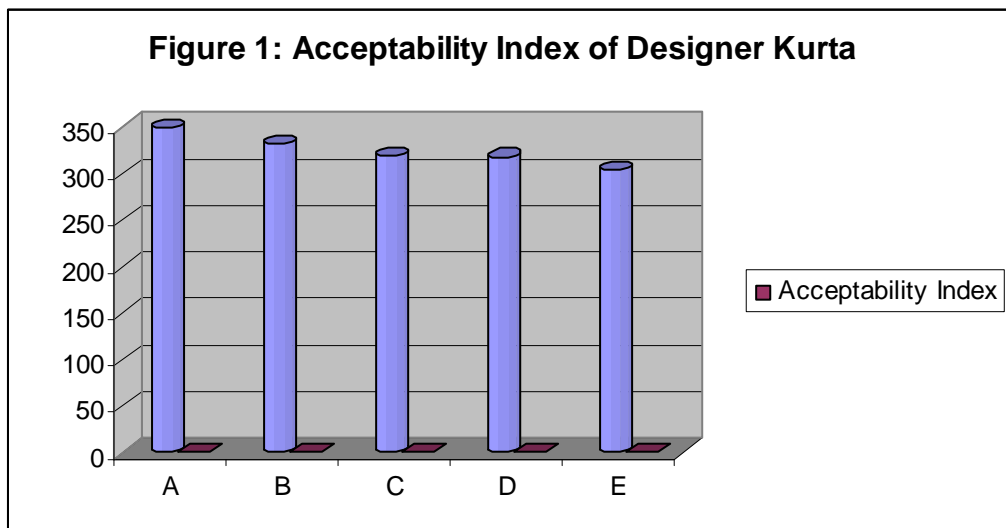
### Assessment of acceptability of developed designs kurta:

In Order to assess the acceptability of sketches of designer kurta, a rating Performa, based on five point ranking was given to judges. The responses derived from sketches of designer kurta were coded and mean scores was calculated to select five sketches.

**Table -1: Acceptability Index and mean score obtained by each designer kurta**

Design Code No.	Mean Score	Acceptability Index
A	349	87.25%
B	332	83%
C	319	79.75%
D	318	79.50%
E	305	76.25%
F	303	75.75%
G	256	64%
H	227	56.75%
I	264	66%
J	295	73.75%

Table 1 shows clearly the mean score obtained by different designer kurta as per their code and acceptability index. It was interesting to record that design sketch code – A of designer kurta secured the highest score of 349 points out of 400 points.



Data clearly reveals that the suitability of fabric embellishment, its placement on designer kurta, colour combination and overall appearance was found aesthetically appealing by all the respondents as it provided some new innovation designs in various fabrics. Most of the designer kurtas were found appropriate for party wear also.

### Conclusion:

Thus it can be concluded that the developed designer kurtas were found highly acceptable among college going girls. The designs developed were found unique, exclusive and

distinctive in terms of selection, placement of embellishment and colour combination which will be useful in fashion apparel industry.

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