



By:
**Manjali Sharma
& Ankita Arya**

Design a Line of Party Wear Garment by Using Nature as a Theme and Zodiac signs as an Inspiration

By: Manjali Sharma & Ankita Arya

Abstract

The study was undertaken to design a line of party wear garments by using nature as a theme and zodiac as an inspiration to prepare a range of cocktail dresses for college going girls. A cocktail dress or cocktail gown is a short-length ladies gown worn at cocktail parties and other semi-formal occasions. In this study, the first questionnaire was filled by 100 college going girls of 6 different colleges in Moradabad. After that design for party wear dresses and bags were selected from respondent preferences. Further, in 12 zodiac category dresses based on zodiac colors were rendered on fashion croques. So during this practice 36 fashion croques were prepared which means in each zodiac sign, 3 dresses of the same zodiac color were rendered. After that survey was done to select 1 dress in each zodiac sign on the basis of aesthetic appeal, uniqueness and style. Then 12 zodiac dresses were stitched, these dresses were complimented with potli bags, over which quilting and stencil printing of zodiac signs was done. Finally, the line is evaluated among college going girls of Moradabad on the basis of cost, marketability & rank. So now you are ready to go in a glamorous cocktail party is still in a fantastic way to entertain.

Introduction

While designing one needs curiosity, open mind imagination and visualization by discovering, gaining experience and moving on to new ideas through nature followed by observation. Nothing in nature is ugly; one needs an eye to look for beauty. So thus researchers try to inspire from zodiac signs which are classified in to twelve on the basis of date of birth and another classification on the basis of first letter of their name. As today all human beings are fascinated towards astrology, in the present study an investigation plan to prepare a line by:-

Using Nature as theme and inspired from Zodiac Colors by-

- 1) Having feminine, smart and rocking mood.
- 2) Colors, texture and fabric for a line is selected according to zodiac inspiration that is each symbol has its own color.
- 3) The story of a line is based on evening or party wears. The accessories which complement the line are designed by using zodiac motifs.

Theme is given names to evoke feeling and moods and reflect the content of the theme. Each theme may appeal to one or more markets and requires interpretation from the designer to develop for their particular market. (McKelvey and Munslow, 2003)

Objectives:

- 1) To collect and select zodiac signs for a line development process.
- 2) To design sketches of various dresses and select best preferred line.
- 3) To construct the best preferred dress for line development.

- 4) To evaluate selected dress on the basis of:-
 - a) Aesthetic appeal
 - b) Style
 - c) Uniqueness
 - d) Price
 - e) Marketability

Limitations:

- 1) Study was limited to college going girls of Moradabad (6 colleges).
- 2) Study was limited to zodiac colors and symbols.
- 3) Only stencil printing technique was used in the study.
- 4) Only party wear dresses are developed.

Significance:

- 1) Cocktail party is a great way to celebrate a special occasion or to take time out for a well-needed break and to catch up with other guests.
- 2) The party is a way to unwind and relax by set the ambiance for the evening. Whether it's a celebration or a simple gathering, a cocktail party is the perfect way for everyone to come together.
- 3) The cocktails should allow guests to interact with one another and get to know each other better on a social level. By serving simple snacks as well as keeping guests' drinks filled, the cocktail party should be one that will be remembered as being a joyous occasion.
- 4) Create a line for cocktail parties by using Nature as a theme and Zodiac as an inspiration.

Methodology

This is an exploratory study in which different zodiac signs were collected and its colors were explored on selected dresses. The methodology approach followed to carry out this study has been broadly classified under the following subheads-

Selection of locale of study: The present study was carried out at college in Moradabad in Uttar Pradesh. For carrying out the study locate was selected purposively and feasibility of the researches.

Selection of respondents: A sample selected for preference of sheet was 50 respondents of age group 17-20 years.

Preparation of tools: Two set of interview schedules will be made in open and closed ended form. First one the student select one dress out of three dresses in each zodiac categories on the basis of aesthetic appeal, uniqueness and style.

Method of data collection: The data collected for study will be obtained from both primary and secondary sources. The sources were photographs, articles preserved in museum and private collectors and secondary sources were magazines, libraries and word wide web.

Analysis: For analysis of data collection through questionnaire it will be categorized and presented in the form of percentages for final evaluation of dresses. Total scores will be calculated for each design.

Construction and evaluation: The dresses and potli bags were designed and constructed to give application to the study. For this purpose, 12 dresses and 12 potli bags in each zodiac category were constructed.

Collection and selection of dresses and bags: Various party wear dresses were collected from different sources like books, internet, and magazines. Out of the collected dress, the unique dresses were selected. Those selected dress were used for different placements. (36 dresses were selected)

Rendering of dresses on fashion croquies for the product development: In each zodiac sign dresses were rendered on fashion croquies. So, total 36 designs of sheets were designed for 12 zodiac symbols for party wear dresses and for accessories complement with each dresses and potli bags were prepared.

Selection of design layout of each dress for construction: For selection of design sheets hundred respondents were selected for the different colleges of Moradabad.

Selection of fabrics: Shimmer, china silk, semi crepe, poly satin were selected purposely for the construction of party wear dress. Colors were selected according to the zodiac signs.

Cutting and stitching of dresses and bags: The selected dresses were cut in each category and stitched. Design and stitch of potli bags with the help of the fabric is first quilted and then stencil were prepared of each zodiac sign and the printing was done, after that printing was kept for drying and then stitch of potli bags was done.

Evaluation of dresses: The dresses were evaluated by 100 respondents by using random sampling method of the college going girls of Moradabad. Various features of each dress were explained to the respondents to facilitate the answering to the questionnaire. Then on basis of dresses displayed, aesthetic appeal, uniqueness and color combination

Result and Discussion

This part details the result of the study into two phases:

3.1 Designing

3.2 Construction and evaluation

Results were evaluated on the basis of graphs in zodiac category **Aries**, out of 3 design sheets. Sheet1- got 25% preferences on basis of uniqueness, 35% on the basis of aesthetic appeal, 30% on the basis of style and sheet 2- preferred 35% basis of uniqueness, 25% on the basis of aesthetic appeal, 15% on the basis of style and sheet 3- got 50% preferences on the basis of uniqueness, 60% on the basis of aesthetic, 55% on style. So in this design no 3 was selected for dress development in zodiac category Aries, out of 3 design sheets. Sheet1-



got 25% preferences on basis of uniqueness, 35% on the basis of aesthetic appeal, 30% on the basis of style and sheet 2- preferred 35% basis of uniqueness, 25% on the basis of aesthetic appeal, 15% on the basis of style and sheet 3- got 50% preferences on the basis of uniqueness, 60% on the basis of aesthetic, 55% on style. So in this design no. 3 was selected for dress development.



Taurus

In zodiac category **Taurus**, out of 3 design sheets; Sheet1- got 25% preferences on basis of uniqueness, 25% on the basis of aesthetic appeal, 20% on the basis of style and sheet 2- preferred 50% basis of uniqueness, 50% on the basis of aesthetic appeal, 55% on the basis of style and sheet 3- got 15% preferences on the basis of uniqueness, 15% on the basis of aesthetic, 25% on style. So in this design no. 2 was selected for dress development.

In zodiac category **Gemini**, out of 3 design sheets; Sheet1- got 25% preferences on basis of uniqueness, 35% on the basis of aesthetic appeal, 20% on the basis of style and sheet 2- preferred 50% basis of uniqueness, 50% on the basis of aesthetic appeal, 60% on the basis of style and sheet 3- got 15% preferences on the basis of uniqueness, 15% on the basis of aesthetic, 20% on style. So in this design no. 2 was selected for dress development.



Gemini

In zodiac category **Cancer**, out of 3 design sheets; Sheet1- got 35% preferences on basis of uniqueness, 15% on the basis of aesthetic appeal, 25% on the basis of style and sheet 2- preferred 50% basis of uniqueness, 65% on the basis of aesthetic appeal, 50% on the basis of style and sheet 3- got 15% preferences on the basis of uniqueness, 20% on the basis of aesthetic, 15% on style. So in this design no. 2 was selected for dress development.



Cancer

In zodiac **Leo**, out of 3 design sheets; Sheet1- got 15% preferences on basis of uniqueness, 25% on the basis of aesthetic appeal, 30% on the basis of style and sheet 2- preferred 25% basis of uniqueness, 35% on the basis of aesthetic appeal, 15% on the basis of style and sheet 3- got 60% preferences on the basis of uniqueness, 50% on the basis of aesthetic, 55% on style. So in this design no. 3 was selected for dress development.



Leo



Virgo

In zodiac **Virgo**, out of 3 design sheets; Sheet1- got 25% preferences on basis of uniqueness, 35% on the basis of aesthetic appeal, 20% on the basis of style and sheet 2- preferred 50% basis of uniqueness, 50% on the basis of aesthetic appeal, 60% on the basis of style and sheet 3- got 15% preferences on the basis of uniqueness, 15% on the basis of aesthetic, 20% on style. So in this design no. 2 was selected for dress development.

In zodiac **Libra**, out of 3 design sheets; Sheet1- got 42% preferences on basis of uniqueness, 60% on the basis of aesthetic appeal, 50% on the basis of style and sheet 2- preferred 20% basis of uniqueness, 30% on the basis of aesthetic appeal, 30% on the basis of style and sheet 3- got 38% preferences on the basis of uniqueness, 10% on the basis of aesthetic, 20% on style. So in this design no. 1 was selected for dress development.



Libra



In zodiac **Scorpio**, out of 3 design sheets; Sheet1- got 50% preferences on basis of uniqueness, 42% on the basis of aesthetic appeal, 55% on the basis of style and sheet 2- preferred 30% basis of uniqueness, 20% on the basis of aesthetic appeal, 30% on the basis of style and sheet 3- got 20% preferences on the basis of uniqueness, 30% on the basis of aesthetic, 15% on style. So in this design no. 1 was selected for dress development.

Scorpio

In zodiac **Sagittarius**, out of 3 design sheets; Sheet1- got 15% preferences on basis of uniqueness, 25% on the basis of aesthetic appeal, 30% on the basis of style and sheet 2- preferred 25% basis of uniqueness, 35% on the basis of aesthetic appeal, 15% on the basis of style and sheet 3- got 60% preferences on the basis of uniqueness, 50% on the basis of aesthetic, 55% on style. So in this design no. 3 was selected for dress development.



Sagittarius



In zodiac **Capricorn**, out of 3 design sheets; Sheet1- got 60% preferences on basis of uniqueness, 42% on the basis of aesthetic appeal, 50% on the basis of style and sheet 2- preferred 30% basis of uniqueness, 20% on the basis of aesthetic appeal, 30% on the basis of style and sheet 3- got 15% preferences on the basis of uniqueness, 38% on the basis of aesthetic, 20% on style. So in this design no. 1 was selected for dress development.

Capricorn

In zodiac **Aquarius**, out of 3 design sheets; Sheet1- got 50% preferences on basis of uniqueness, 42% on the basis of aesthetic appeal, 60% on the basis of style and sheet 2- preferred 30% basis of uniqueness, 20% on the basis of aesthetic appeal, 25% on the basis of style and sheet 3- got 20% preferences on the basis of uniqueness, 38% on the basis of aesthetic, 15% on style. So in this design no. 1 was selected for dress development.



Aquarius



Pisces

In zodiac **Pisces**, out of 3 design sheets; Sheet1- got 15% preferences on basis of uniqueness, 25% on the basis of aesthetic appeal, 30% on the basis of style and sheet 2-

preferred 35% basis of uniqueness, 25% on the basis of aesthetic appeal, 15% on the basis of style and sheet 3- got 50% preferences on the basis of uniqueness, 60% on the basis of aesthetic, 55% on style. So in this design no. 3 was selected for dress development. Out of 10 scores, the dress no. 4, 6, 7, 10(Cancer, Virgo, Libra, Capricorn) got 1st rank and preferred by consumer in terms of marketability and cost. Dress no. 5, 9, 11(Leo, Sagittarius, Aquarius) got 2nd division and dress no. 1, 3, 8 (Aries, Gemini, Scorpio) got 3rd rank and dress no. 2, 12 are least preferred by respondents on the basis of cost and marketability.

Dresses:



Summary and Conclusion

Fashion is an every changing element. The old designs are always fused with the new design to create a more effect. In practice, the most visible manifestation of fashion and life-style is mirrored through fashion shows. In the present study can indirectly pave and wave for the development of line for cocktail parties. The cocktail is important because it is usually a symbol of socialization. It is worn when the occasion calls for drinking and talking with friends, as opposed to a formal dinner. It is more casual than

evening wear but more glamorous than regular day clothing. It is considered semi-formal wear.

With colorful fabrics and artistic designs, it has been the clothing staple for a night out with friends or even dinner with parents. It would be helpful to present a line in fashion show, that mean an ideas about how a theme is prepared and what are the problems and factors considered by the designer while presenting a line for fashion show.

Bibliography

1. Frings S.Gini, *Fashion From Concept TO Consumer*.
2. McKelvey K. and Munslow j, *Fashion Design: Process, Innovation and Practice*. Blackwell Publisher: New Delhi (2003)
3. Vatsala R, *Textile and Clothing*. A Chakravarty Publisher: New Delhi (2003)
4. R. Elizabeth, *Understanding Fashion*.BSP Publisher: Paries (1989)
5. Wilson J,*Handbook of Textile Design*. Woodhead Publisher: Abington (2001)
6. Davis j, *Fashion Designing*. Bharat Bhushan Publisher: Chandighar (2006)pp-10,11
7. Kough G. Lynn, *Quilt making For Beginners*. NTC publishing: USA (2000)pp-6
8. Dr. Neelima, *Printing and Washing of Textile*. Sonali Publisher: New Delhi (2009)pp-72,73,77
9. Mcclaud p, *Past and Present Trends in Fashion Technology*. Bharat Bhushan Publisher: Chandighar(2006)pp-7,8
10. Sinha A, *Designing of Shawls With Marbelling Effects in Combination With Block Printing*.Thesis of M.SC. Cloting And Textile Banasthali Vidyapith
11. Betala, *Designing Comprehension and Visualisation*
12. Wong. Wucius, *Principle of Design*. Publish by New York
13. Sidhu K.S, *Methodology of Research in Education*. Sterling Publisher: New Delhi (1996)

Webliography

- ❖ wikibook.org
- ❖ wisegeek.com
- ❖ fashion templates.com
- ❖ en.wikibooks.org
- ❖ en.wikipedia.org/fashion week
- ❖ indiaparenting.com/zodiac
- ❖ nature.com
- ❖ tribal tattoos design.net
- ❖ tatoostudio.com
- ❖ gemini tattoos.com
- ❖ zodiac cool.blogspot.com
- ❖ 3.bp.blogspot.com
- ❖ sheclick.com/photobucket.com
- ❖ shutterstock.com
- ❖ moblog.whmsoft.net
- ❖ bloggerspoint.com/tattoos
- ❖ en.fotolia.com
- ❖ femaletatoos.com
- ❖ tourtravelinsurance.com