

Designing and Construction of Suited Trouser Tops Designs and Evaluation of Consumer Acceptance

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ABSTRACT Comfort fit and durability are the factors of prime importance. Today, with changing role of woman in society, every girl wants to be comfortable, active, mobile and socially presentable. Appropriate dress would thus provide her confidence and sound mental health. It can be suggested from present study that draftings can be useful as self-employment project by using them in constructing different design of tops for sales in boutiques or retailers and also a good boost up for self-creativity.

The intelligent clothing should be such that it will be able to recognize moods of the user, analyze them and act accordingly. It is felt that fashion alone will not survive as main attraction in clothing in future. Intelligent and functional clothing is going to enter the market in a big way. While traditional clothing production will continue in developing countries considering the economy of producer.

A pleasing combination of line, colour and fabric adds up to a costume that is "in good taste" having good taste is partly knowing how to choose clothes that suit the occasion. But beyond that, having good taste means being able to recognize good design.

Implicit personality theory predicts that individuals will make judgment of others based on salient visible uses in the absence of other information.

The study was designed to know the selection criteria of college going girls regarding trouser tops. In this modern age increased level of dress consciousness of individuals have contributed to the development of innovative designs because this is a very important factor in consumer choice of cloth, therefore the study was also extended to design and construct the tops according to their choices.

MATERIALS AND METHODS

The present investigation was carried out in Punjab Agricultural University Ludhiana and hundreds of B.Sc. Home Science girls were selected as respondents through purposive

random sampling technique.

A questionnaire comprised of three parts i.e. respondent's background information, type of fabric, colour, texture according to different seasons and different design features of tops was prepared and given to the respondents for their response.

A good fit is the most important aspect of a garment. A garment that is both fashionable and in a fetching colour would not merit a second look if it did not hand well on the wearer, whereas a good fit can flatter the figure, an ill fit can completely mar a person's appearance as well as body comfort. As the fashion and style changes fast, the sales appeal depends mostly upon appearance of cloth, which in turn depends on the design, colour and style. Hence keeping in mind all the choice factors, thirty trouser tops

Table 1: Fabric preferences for different seasons (n=100)

Type of fabric	Summer			Winter		
	Always	Some-times	Never	Always	Some-times	Never
<i>Natural</i>						
Cotton	97	3	0	30	48	22
Wool	0	0	100	50	29	21
Silk	0	11	89	0	15	85
<i>Synthetic</i>						
Nylon	0	28	72	0	21	79
Polyster	0	47	53	0	29	71
<i>Semi-synthetic</i>						
Rayons	0	41	59	0	17	83
<i>Blended</i>						
Terycot	25	66	9	18	54	28
Terywool	0	10	90	8	42	50
Terysilk	0	23	77	0	25	75
Cotswool	0	12	88	26	42	32

design were sketched and again shown to a sub-sample of 50 respondents for their preferences. Scoring and ranking method was used to select ten most preferred designs for construction.

RESULT AND DISCUSSION

Preferences of the College Going Girls: The compelling demands of the environment, along with the dictates of fashion and the driving compulsions of the human personality had immense influence on clothing styles.

The result of study revealed that majority of respondents preferred cotton fabric in summer as well as in winter season followed by wool in winter. Among blended fabrics terycot was always preferred followed by Cotswool in winters as shown in Table1.

Data given in Table 2 indicate that during summers blue colour was preferred mostly while red colour got highest preferences during

winters. Among neutral colours white was followed by grey and brown colour during winter season. Moderately light and dull intensities were in demand during summer while dark and bright intensities were mostly preferred during winters.

It was observed that irrespective of season, majority of the respondents always preferred tops with single colour. Fashion may be the major factor for preference of particular type of print and secondly season may be other factor for the preference of different prints.

Thus inference can be drawn that season has great influence on the preferences regarding type of fabric, colour and print etc. Smooth textured medium length tops were always preferred during both the seasons. Respondents always preferred full, set in sleeves with plain sleeve hems. Slightly loose, convertible collared shirt yoke and patch pockets are mostly preferred by the respondents. Data is given in Table 3 and 4.

Table 2: Colour preferences for different seasons (n=100)

Type of colour	Summer			Winter		
	Always	Some-times	Never	Always	Some-times	Never
<i>Name</i>						
Blue	44	35	21	32	45	23
Yellow	19	44	37	30	38	32
Red	13	29	58	41	33	26
Orange	1	32	67	19	36	45
Violet	19	34	47	23	46	31
Green	24	39	37	26	39	35
Any other (pink)	10	20	70	0	12	88
<i>Neutrals</i>						
White	59	24	17	9	43	48
Grey	25	36	39	30	48	22
Brown	15	44	41	30	51	19
Cream	57	22	21	11	36	53
Black	10	33	57	43	23	34
<i>Value</i>						
Very dark	0	20	80	25	50	25
Moderately dark	7	57	36	42	47	11
Dark	8	24	68	54	29	17
Moderately light	62	25	13	5	49	46
Very light	44	27	29	1	21	78
<i>Intensity</i>						
Very bright	0	12	88	10	40	50
Moderately bright	18	45	37	17	44	39
Bright	4	47	49	47	32	21
Moderately dull	30	33	37	14	58	28
Very dull	10	28	62	4	23	73

Table 3: Preferences regarding fitting and length of tops (n=100)

Fitting / of Length Tops	Summer			Winter		
	Always	Some-times	Never	Always	Some-times	Never
<i>Fittings of Top</i>						
Tight fitting	11	24	65	8	10	82
Slightly loose	61	25	14	58	31	11
Loose	36	35	29	36	45	19
Very loose	2	30	68	3	23	74
<i>Length of Top</i>						
Long	0	23	77	15	31	54
Medium length	60	30	10	71	23	6
Short	10	39	51	3	20	77

Table 4: Preferences for types of yokes and pockets (n=100)

Types of yokes/pockets	Always	Sometimes	Never
<i>Type of Yokes</i>			
Front yoke	4	32	64
Shirt yoke	40	46	14
V-shape	9	40	51
U-shape	7	36	60
<i>Types of Pockets</i>			
Without pockets	15	10	75
With pockets	75	10	15
Patch pocket	46	25	29
Inseam pocket	0	15	85
Button hole pocket	0	12	88
Flap pocket	18	42	40



Fig. 1. Black and red (Garment II) patch work top

Tops with side slits, princess seam, decorative buttons and flaps were mostly preferred.

A review of styles and fashions of clothing over a few centuries pinpoints that the essentially brief life span of fashion has become briefer still during the present century and especially in the last three decades. Today fashions change so fast that even the most progressive members of the fashionable circle find it hard to keep pace with them. Although the present study is an innovative approach to design according to preference of respondents.

Thirty designs of the trouser tops were sketched on paper using 12 heads crocy figure. The sketched designs were shown to fifty respondents and ten most preferred designs were selected for stitching giving highest score to most preferred design and so on in descending order.

Detailed Description of the Constructed Garments

Ten most preferred sketched designs were constructed and their drafting instructions were also prepared. The basic block was developed having bust size 81.50 cms. The basic block was constructed on khadi cloth for trial. Finally, the modifications were done after trying the basic block on ten respondents.

Garment I: Half sleeved printed hip length top with plain shirred blouse of waist length. The fabric material used was terycotton.

Garment II: Boat shaped neckline top with elegant appliqué work made in terycot of red and black colour. Running stitch of cream coloured thread was also done around the patches of cloth to add more grace to the constructed top (See

Table 5: Preference of the respondents regarding constructed garments

<i>Garment Code</i>	<i>Score Obtained</i>	<i>Mean Score</i>	<i>Rank</i>
G I	437	8.74	II
G II	456	9.91	I
G III	396	7.92	III
G IV	135	2.70	IX
G V	182	3.64	VIII
G VI	217	4.34	VII
G VII	279	5.58	VI
G VIII	353	7.06	IV
G IX	301	6.02	V
G X	90	1.80	X

Fig. 1).

Garment III: Sleeveless top with convertible collar having medium length, made in cotton material of cream colour.

Garment IV: Half sleeved long top with neckline made in net material of blue colour and lining till lower waist finished with fancy lace.

Garment V: Double-breasted top with Chinese collar, leftside front opening fastened with loops buttons, three quarter sleeves. Made in white self printed cotton material.

Garment VI: Top with square V neckline, embroidered front, full sleeves, made in crepe of grey colour.

Garment VII: A symmetrical neckline top with gathered front having full sleeves. Made in cotton material of pink colour.

Garment VIII: Shirt collared top with wooden bead work on front yoke and sleeve cuffs. Made in spun cotton of brown colour.

Garment IX: Top with convertible collar, patch pockets and full sleeves with turned cuffs. Made in cots wool of plain and check material

Garment X: Cowl necklined top with cutwork at hemlines. Made in polyester of mauve colour.

The constructed garments were then showed to 50 respondents and were asked to give their preferences keeping in view the overall impact of the garment. Scoring and ranking method was used. Data given in table 5. The constructed tops were highly appreciated by the respondents. Black and red (Garment II) patch worked top had got highest rank (see Fig. 1). Constructed colourfull tops look beautiful and have great appeal and acceptability. Although it was also concluded that preferences of designs for tops get changed after construction.

Comfort fit and durability are the factors of prime importance. Today, with changing role of woman in society, every girl wants to be comfortable, active, mobile and socially presentable. Appropriate dress would thus provide her confidence and sound mental health.

It can be suggested from present study that draftings can be useful as self-employment project by using them in constructing different design of tops for sales in boutiques or retailers and also a good boost up for self-creativity.

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