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Study on Existing Clothing Practices of Rural Elderly Women of Hisar

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ABSTRACT The major objective of this research was to determine the clothing needs of rural elderly women. An interview schedule was developed to elicit information about existing clothing practices, preferences and problems with existing dresses from eighty rural elderly women residing in Hisar district. Findings indicated that majority of rural elderly women used to wear short *kameez* (a long tunic worn by many people from South Asia, typically with a *salwar* or *churidars*) with *lehnga* (a full ankle-length skirt worn by Indian women, usually on formal or ceremonial occasions) followed by short straight *kameez* with *salwar*. (Salwar: A pair of light, loose, pleated trousers, usually tapering to a tight fit around the ankles, worn by women from South Asia typically with a *kameez* (the two together being a *salwar kameez*). Nearly half of rural women were not satisfied with length of front opening and with length of armhole. The style preferences of rural elderly women included cotton blend fabric of light color with small dense floral prints and straight all over loose *kameez* with up to waist line front openings or closures and simple three-fourth length sleeves. Majority of the respondents reported at least one body location which caused fitting problems with existing clothing and expressed a definite need for special sizing.