

A Discrete Approach to Surface Embellishments on Rexene Accessories on Women's Casual Wear Garments

Sandhya Lekshmi K.¹

¹Dept. of Fashion & Apparel Design, The Oxford College of Science, Bangalore, 560102, India

Abstract: Fashion is omnipresent with a landscape spread worldwide; it is dynamic and lifestyle driven. It has tremendous scope for designer to explore newer avenues to show their talent and creativity. Costumes and jewelry form an integral part of fashion design that contribute to the art and science of product development. The aim of this paper is to create garment components with jewelry as inspiration. The constant reinvention of the old trends of vintage era and creating a new style and design that leads the fashion industry to its peak with no limits. The objective of this paper is to design and implement surface embellishment on garment components for women's casual wear. The products such as embellished cuffs, elementary waist band, embellished collar cum necklace and a bib chain are emphasized in the paper. In this paper the attributes of various embroidery design and their aesthetic appeal has been explored to design detachable garment components. Interchangeable components can be paired with existing garments to create interest, newness and variety. The targeted consumers have accepted the trendy products which can be mix and matched by the traditional art forms with contemporized formats that suit the modern life style and fashion scenario.

Keywords: Consumers, Fashion, Jewelry, Life style, Surface embellishment

1. Introduction

Fashion accessories have long been worn by both women and men as a part of their attire; it is a complement to wearer's look. Fashion accessories enhance or individualize appearance of a person, their clothing, or other items. Fashion accessory which can be used and re-used in a variety of ways. Accessories complete by serving as a fashion statement. Sometimes, even when the whole outfit is flawless, a statement accessory can transform it to make it more glamorous. Surface Embellishment is an important component of freeform; it's a great way of bringing the personality, style and skills to the work. It is used as decoration to enhance and embellish most elements of the artificial world that has been created. Heavily embellished accessories may also be worn solely as a garment component and may serve to extend the versatility and complement a woman's wardrobe collection. The main motive is to create such contrastive designs are to fabricate durable accessories which can be fused with many varieties of garments. Every detachable accessory are embellished with bohemian style embroideries which conveys the mood of free spirit, flower child, hippie, artistic atmosphere.

2. Methodology

A technical advantage of the present invention is that it provides an easy to use method for displaying decorative elements, such as printed fabrics and/or decorative embellishments. The materials used for the production process are, Cotton, Rexene, Sewing thread, Embroidery thread, Embroidery needle, Embroidery hoops, Scissors, Rivets, Chains, etc.

The innovation was found out by small phases of Forecasting, Market survey, Theme board, Inspiration board, Mood board, Color board, Client board, Design development boards, Specification sheets, Preparation of pattern, design-

ing of embroidery, evaluating the products for customer acceptance.

The Theme was inferred from the “vintage, retro era, the nostalgic, old fashioned period” and making it as detachable accessories on to the modern prevailing era. With the inspiration board as “amalgamations”, mood board as “free-spirit, peppy, hippie, artistic”, dark colors as color board, with a clients ranging of 20-25 years. The colors like black maroon, red, dark blue, were derived from spring summer 2018-19 trend forecasting report of WGSN agency. The pre-market survey expressed the 70 targeted consumer's preference on mix and match garments with various accessories.

A questioner was designed to elicit information from 70 respondents regarding the needs of the ‘Implementation of surface embellishments on Rexene accessories for women's casual wear garments’ and the results of the survey were analyzed. According to the survey 37% of respondents buy casual wear garments based on design and quality, 74% of respondents preferred cotton fabrics for wearing, 39% of respondents refer dark colors combination, 63% of respondents support for detachable accessories as their garment parts and 70% of consumers prefer to mix and match various garments with accessories.

Few designs were created based on pre market survey, which includes waist band, cuff, collar necklace, bibbed chain. The designs and products were developed with various design details, color combinations, motifs, techniques, stitches, etc., these collection overviews the total appearance of the garments and products.

3. Results and Discussion

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Detailed description and product development

1. “Embellished Cuffs”

The embellished cuff is a form of formal cuff which is detachable and used as an accessory were it can be mix and matched with all the garments. It is designed and developed with an inspiration of “floral babbles” around the cuff giving it a bohemian aura. On the outer side of the cuff, embroidery has been incorporated using anchor threads with the application of bullion knots, running stitch, lazy daisy and chain stitch. It features its aestheticness, durability, washablility, stylishness. (. (Figure_1 Sandhya).



Figure 1: Sandhya

2. “Waist Band”

The elementary waist band, embellished with “bitsy monogram” which is inspired and designed as an accessory for all garments. Stitches like bullion knots, herring bone, chain stitch, and running stitch were applied which can be versatile. (Figure_2 Sandhya).



Figure 2: Sandhya

3. “Collar Necklace”

It is designed and inspired as “Botanic duplex”, which can be mixed and worn. The dickey made with a combination of collar like necklace embellished with white sugar beads and embroideries. Stitches like bullion knots, beads, lazy daisy, short and long stitch, and running stitch were applied. (Figure_3 Sandhya).



Figure 3: Collar Necklace

4. “Bibbed Chain”

A bib made of heavy embroidery and embellished with beads. It is designed and inspired as “drooping”, which goes with all the garments. Stitches like lazy daisy, running stitch, sugar beads, and tassels were applied. (. (Figure_4 Sandhya)



Figure 4: Sandhya

Casual wear garments or leisure wear have a long history in everyday fashion. Today it’s been tremendously changing by generations of new innovation on the garments, which are attracted and wanted by the consumers. Accessories are fashion items which complement the wearers outfit. The detachable components tend to mix and match with other colored garments easily like a fashion accessory made of fabric. These will be durable and water proof which is long lasting for matching with other products.

The study helped to explore the acceptability of the application of implementation of surface embellishments on Rexene accessories for women's casual wear garments. From the study of survey, designs are rated as the best for its surface ornamentation. The design and surface ornamentation is the center of attraction for all the products unique. All the products were accepted by the consumer as rates as affordable in price category. From the market survey it is concluded that the designed products are accepted by consumers for its uniqueness in design and embellishments, which looks trendy for the age group 20-25 years.

Abbreviations

WGSN-Worth Global Style Network.

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