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Dynamic Scenario of Indian Apparels

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The Craze to look best in vogueish apparel has brought a revolution in the field of fashion because you wear something different from everybody and get judge because of it. Changing scenario of Indian costumes can be easily seen in India because of globalisation, Indian economy and living standards changing life styles. Indian Apparel sector has undergone huge changes. Trends change nearly every three months. Awareness and living standard of middle class is reason for changing scenario in costume world.

People travel in India one place to another due to studies and jobs. They adopt cultural value of that area and intermingle own culture and fashion with culture of visited area. As a result, effect easily can be seen on their living standards, languages, food and costumes.

In last decade, people used to move in foreign countries. People are very much influenced by Western culture and trends. We can easily see the reflection of Western culture in Indian costumes. Indian costume designers represent their creation in Western influences. Indo western dresses are example of modern design pattern in Indian fashion world.

Various factors can be taken into consideration for this existing change in apparel. Media and social media play too an important role in changing and inspiring people to follow latest trends. Indians follow the fashion styles of actors, players, politicians and celebrities. They are also very influenced by their idol's style. Changes can be visible on personality and attitude of people.

Generation gap is also reason for change in costume styles. Youngsters use new technology day by day rather than older ones. Young generation is very curious for new trends. They are very conscious and aware and particular for their looks and clothes. They want new designer clothes rather than traditional and old styles. Youngster wants funky and stylish clothes. On another side, old generation like comfortable, sober and elegant costumes. The designers create new design according to both generation demands.

In last few decades, Indian people use not only Indian brands but also they use Western brands. Due to globalisation, designer create their design with the fusion of Indian and foreign countries styles. Designer makes fusion in their art.

Education level of people is responsible for awareness for apparels. People are very conscious for their looks, figure, health, living standards and so on. If they do not take care of their physical health and look fit they cannot follow latest costume trends.

Historical figure also change Indian costume world. The rich heritage of Indian culture inspires designers to make new creation in traditional styles. The designers represent traditional costumes with added some modern elements for example- AKBAR- the Mughal king

wore 'ANGRAKHA' a long formal frock with ties at one side. Now this style upper used men but mostly by woman with tunic and churidar.

Rituals and religions are different in every region. These are very important for every Indian. They used traditional costumes on special occasions. The designers design traditional dress with added latest or new element. New generation likes traditional costume with latest elements.

Moreover stylish apparels are available in standard sizes. As everyone can not afford master piece of costume, because it's being very expensive. In the solution of this problem, designers create replica of masterpiece with cheap elements and materials. These types of costumes look like same of masterpiece. They are available on low cost that everyone can easily afford it.

In the end we can say that costume styles in India have been was changed and will always change with the entrance of vogue.

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