

Consumer preferences for designing upper garments through draping technique

■ Neha Sood and Harminder Kaur Saini

Received: 29.01.2018; Revised: 18.03.2018; Accepted: 04.04.2018

■ **ABSTRACT** : The investigation entitled 'consumer preferences for designing upper garments through draping technique' was carried out in Ludhiana city. An interview schedule was prepared for the purpose of collecting the data from 90 young women between the age group of 18-24 years, selected randomly from three colleges of Ludhiana city. Tunics, classic tops, blouson, capes and shrugs were the five most preferred upper garments. Cotton fibres and fabrics, plain fabric without design in cream and black colour with single colour combination in upper garments were most preferred during summer and winter seasons, respectively. Among constructional features, straight yoke, pin tucks, gathers with elastic, knife pleats and box pleats were preferred by the respondents. Buttons were most preferred accessory in upper garments.

See end of the paper for authors' affiliations →

Neha Sood

Department of Apparel and
Textile Science, College of Home
Science, Punjab Agricultural
University, Ludhiana (Punjab)
India

■ **KEY WORDS**: Draping technique, Upper garments, Embellishments, Respondents, Design, Most preferred

■ **HOW TO CITE THIS PAPER** : Sood, Neha and Saini, Harminder Kaur (2018). Consumer preferences for designing upper garments through draping technique. *Asian J. Home Sci.*, 13 (1) : 47-54, DOI: 10.15740/HAS/AJHS/13.1/47-54. Copyright@ 2018: Hind Agri-Horticultural Society.