

Two faced outfits for school going girls

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ABSTRACT

Clothing is an integral inseparable part of mankind that meets the basic necessity along with food and shelter and even denotes wealth, power, position and mode of adornment. Clothing has become a preferred means of individual expression and economic concerns, and it is within this context the researcher planned the concept of developing 'Two faced outfits' could be worn two ways. There is no true "inside out" to a reversible outfit, since either way it gives a fashionable appearance. Hence, the present study is taken up to design two faced outfits for school going girls and appraise the acceptance and calculate the cost of production of these designer's outfits. The methodology consisted of survey and experimental procedures. Keeping in mind the colour preference by the school going girls mood, swatch, colour and illustration board were prepared prior to product development. Three sets of skirt – top on the basis of standard measurements. The cost of production was calculated and the acceptance for the outfits was assessed by four categories of respondents. The result revealed that irrespective of the categories of the respondents', the most accepted designer's two faced outfit was wrap around skirt – strap top, followed by circular skirt – sling top finally the godet skirt – halter top. These outfits provide greater scope for mix and match and pair off outfits that are remarkably cost effective. This study further throw light on designing reversible winter clothes for kids, special clothes for physically challenged, expectant and lactating mothers as well senior citizens; a trust area for apparel industry and a challenge for commercial production.

KEY WORDS: Design forecasting, Reversible clothing, Fashion trend, Children clothing, Colour and cost.

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Clothing is an integral and inseparable part of mankind that meets the basic necessity of life. The universal truth is clothing along with food and shelter has been recognized as one of the primary needs of human being in all parts of the world all through the recorded time and probably even to denote wealth, power, position and mode of adornment. Clothing provides a means of self-expression, aesthetic enjoyment, identity, conformity, socio-economic status, prestige, individuality, personality and so on. Clothing is distinct from its functionality, structural and decorative designs. Whatever be the priorities, clothing remains as an essential element necessary for human well being.

School going children between the age group of 6-13years, also called as elementary school age and gang age, have very soft skin and clothing plays an important role at this period. Clothes should be selected primarily on the basis of comfort, texture, ease and care; where comfort depends on many factors viz., fibre content, texture, physical characteristics of the material, stitch, size, fit and ease. Focus needs to be thrown on weight of

the garment, placket opening, fasteners, embellishments rather decorations while purchasing garments for children.

A reversible garment is an outfit that can be worn two ways. There is no true 'inside out' to a reversible garments, since either way it gives a fashionable appearance. Reversible garments have some features unlike other types of garments. The reversible garment is sewn together by employing different type / style of stitching method. These garments rely on some feature of a bi-panel construction, with each panel reversibly or irreversibly connected to the other at or near and around the periphery. The simple plans of turning the garments 'inside out' accomplishes the reversal and allow it to be worn as a second garment alone or in combination. Making a garment reversible was a way to double its use and / or provide the possibility of a different look without a similar increase in cost. Advantages shall be achieved both in garment durability and garment versatility. A reversible garment could be worn two ways and exhibit totally a good appearance.

Two faced outfits have been designed for the school