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Research Paper

Preferences of college girls for fabrics, colours, designs, length, flare and other designing features in one piece dresses

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■ **ABSTRACT** : For this study, a total of 90 respondents (college girls) were selected through purposive random sampling technique. Preferences of college girls for fabrics, colours, designs, length, flare and other designing features in one piece dresses were taken. The data collected revealed that majority of the respondents preferred georgette and satin fabric of off white colour for one piece dresses. Medium length of one piece dresses was preferred by maximum number of the respondents. It was observed that embroidery was preferred as surface embellishments by the respondents. For flare in one piece dresses pleats were given first rank by respondents.

■ **KEY WORDS**: Respondents, Preferences, One piece dresses, Surface embellishments, Flare

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