

Designing contemporary fashion footwear using traditional Punjabi *Jutti* motifs and their consumer preferences

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■ **ABSTRACT** : Punjab, the prosperous state of India has rich cultural heritage. It is the land of vivacity and vitality, exuding warmth and energy through its prosperity and multi- coloured folk culture. Art and craft of Punjab is described as a creation or expression of something beautiful especially in visual form. Among these, the *Jutti* is one of styles of footwear that has continuously evolved due to numerous influences from near and far. *Juttis* come in many variations according to regional tradition, period and shoemaker and are adapted according to the environment and materials. For this study forty motifs/designs of traditional Punjabi *Jutti* were documented from leading stores of local markets of Muktsar and Fazilka, internet, books and magazines etc. through photographs out of which ten *Jutti* motifs/designs were selected for developing ten designs of footwear with seven style variations of each through CAD. Preferences regarding the developed footwear were taken from 90 respondents, which shows that footwear design A₁, B₄, C₂, D₆, E₅, F₅, G₁, H₇, I₂ and J₂ with first rank were selected out of seven style variations of each design. Footwear designs A₁, C₂, D₆, F₅, G₁ and H₇ were top six ranked designs. It was found that footwear design C₂ was given first rank with mean score of 6.86 on the basis of all the parameters.

■ **KEY WORDS**: Traditional Punjabi *Jutti*, Footwear, Design, Respondents, Most preferred

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