

Adaptaion of Mughal costumes with structural and decorative detail

■ RACHNA SHARMA AND CHARU PANWAR

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See end of the paper for
authors' affiliations

Correspondence to :
RACHNA SHARMA
Department of Clothing and
Textiles, Banasthali
University, BANASTHALI
(RAJASTHAN) INDIA
Email: urrachnasharma
@yahoo.co.in

■ **ABSTRACT** : The classic period of Mughals was started from 15th century and the empire provided a secure frame work within the artistic genius, and it commanded wealth and resources unparallel in the history of the subcontinent. The Mughals rules themselves were extraordinary patterns of art whose intellectual calibre and outlook was expressed in the most refined taste of clothing. Mughals costumes are adapted with decorative and structural details to produce more interesting creations, and satisfy the consumers as they demand always something new and different to all exist in the market. Now-a-days modified dresses are in fashion or trends more accepted by people to look elegant and more fashionable as they break the monotony in their choice. The present study has been undertaken to add new and interesting ideas, to give a novel effect in garments as to be adapted the mughal costumes by using various design details (pleats, tucks, gathers, smocking, pockets, sleeve, embroideries, beads sequins, gota work etc.) for this purpose designs were arranged in various placements. The garments were prepared and embellishing for analyzing consumer preferences. The developed garments were suitably adapted according to design and details. Further developed designs were assessed by target samples and all of them were largely accepted by the respondents on the basis of silhouette, design detail, colour combination, texture, over all aesthetic appeal and price. Thus, it can be said that adapted or modified Mughals costumes have good market potential and other such areas can be touched upon similarly.

■ **KEY WORDS** : Mughals costumes, Market potential

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Desire to decorate or beautify the human form has existed since the stone age, when early men painted his face and body. Though standard of beauty have changed, the desire remains the same. India is a country where we find maximum number of tradition culture and religion. Maximum number of costume or styles were flourished, thus, in India different type of costumes are worn. Historic costumes are those costumes which are related to ancient time and show a definite periodic culture. Historic costumes have always been a basis of dress design and many internationally acknowledged designers have been working to innovative new design talking a hint from history. In India, historic costumes from the beginning of the historic period are divided in- Indus valley civilisation costumes, Mauryan and Sunga period costumes, Satvahana period costumes, Gupta period and Mughal period costumes. In India, Mughal empire began in the early 1500s and ended in the mid 19th century. Mughal

emperors paid special attention to textile patterning, cuts and delicate hand work on their garments.

Details are the basic factor in costing and designing a garment, along with the fabric and workmanship. The various seams, pleats, tucks and trims are used to attract the attention of viewer and to make the garment durable and attractive. Present study aims to develop or design new garments by influencing with Mughal costumes and they were adopted with different structural and decorative detail to develop the interest among customers.

Aims and objectives of the study :

- To trace out the Mughal costumes (male and female) for the development of modified Mughal costumes.
- To list down various structural and decorative features to manipulate the Mughal costumes.
- To find out the general preference by target group through

self-constructed interview schedule.

- To develop the design on paper by doing adaptation.
- To construct the most preferred designs into prototype.

■ RESEARCH METHODS

According to objectives of the study, the total work plan was divided into three phases as under:

Phase 1st :

- Collection of study material from various books, paintings, issues of fashion magazines, journals and Internet. Previous researches were also reviewed.
- Construction of interview schedule according to the objectives
- Selection of samples- 60 Post graduate girls of age between 18-23 and 15 working teachers were selected as sample for the survey and evaluation.
- Data collection- Survey was conducted in Banasthali Vidyapith due to ease of approachability to the investigators
- Data analysis- Analysis was based on wearer preferences and information.

Phase 2nd :

Development of design sheets on paper using different silhouette, details, colour-combination, texture which are mainly inspired by Mughal costumes.

Evaluation of 5 developed sheets on point rating scale :

- Excellent-1
- Very good -2
- Good-3
- Average -4
- Fair -5

Analysis of evaluation :

Phase 3rd :

- Finally prepared prototype was displayed and analyzed by potent consumer on the basis of colour, style, uniqueness and overall acceptability on 5 point rating.
- Assessment of marketability was done according to cost of raw material, labour cost and overhead charges combined with 20 per cent profitability.

Tracing of Mughal costumes :

Pictures of various male and female Mughal costumes were collected with their descriptions of fabric and motifs. In female costumes, Kartiji, Nimtana, jaguli, peshwaz, jama and farsfhi pyajama are the main type of garments worn by them. In male costumes coat or jama, tankanchiyah, peshwaz, sozani, qualmi, qaba, gadar shahjidah, fargal, farji, angrakhi, nima, kaftan, and trousers were worn. These costumes were taken

as inspiration for the development of different modified or adapted garments (Fig. A).



Fig. A: Mughal costumes

Selection of design features:

There are two general divisions of design features :

- Structural features
- Decorative features

Structural features are inherent in garments as they are created at the time of construction. Any detail that is an integral part of the garment is structural detail; use to give good shape and proper fit to the garment.

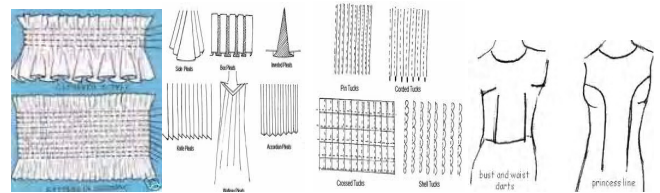


Fig. B: Structural features

Darts, tucks, pleats, collars, pockets, flare, shirring or gauging, smocking, frills, and gathers are some of the details to incorporate fullness.

Decorative features are surface enrichment added to the garments with the purpose of to adorn, beautification and decoration. Laces, embroidery, piping, show buttons, belts and buckle, beads, sequins and appliqué are some of the techniques in decorative details.

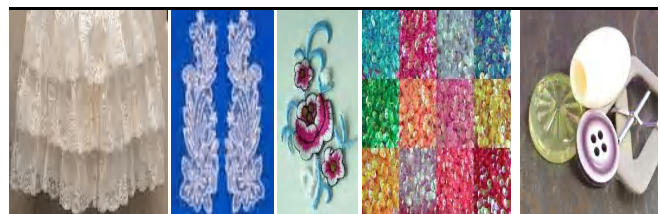


Fig. C: Decorative features

Development of design sheets :

26 design sheets were developed by modifying Mughal costumes and incorporating suitable structural and decorative details in them (Fig. D).



Fig. D: Developed design sheets

■ RESEARCH FINDINGS AND DISCUSSION

The results of the present study as well as relevant discussions have been presented under following sub heads:

Evaluation and statistical analysis of designs sheets:

Designs were categorized as – suits, skirt top, evening gown, jackets and capri/ trousers, kurtis,. The designs were numbered as D.No.-1 to D.No-26. Data were analyzed statistically to evolve high ranked design sheets and to develop the prototypes according to design, style, colour, combination, texture etc (Fig. 1).

As shown in Fig. 1 the respondents gave good response to the entire developed designed sheet as their preferences. Design No. 16 got 1st rank, design No. 12 received 2nd rank, design No.1, 26, and 7 got 3rd, 4th and 5th ranks, respectively.

Construction of prototypes :

Grades were then added and top five rank designs were developed in to prototype (Fig. 2). Drafting for each design was done keeping investigators measurement into consideration. Fabric was cut and stitched into desired form, design detail were added during construction according to customer preferences.

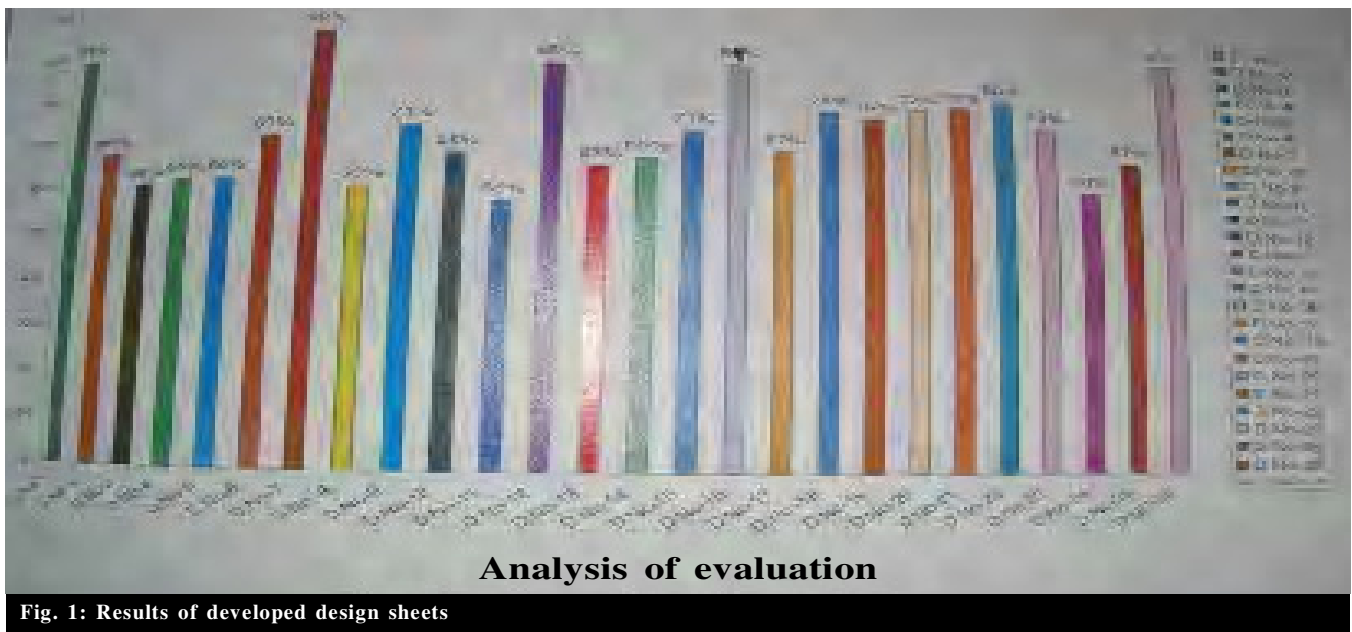




Fig. 2: Top five constructed garments

Evaluation of developed prototypes :

Final garments were assessed on the basis of colour-combination, cost and texture, structural, decorative details and aesthetic appeal. Garment No. 5 was most appreciated by target consumers. It is a kurti adapted from a long sleeved gown of Fatma Sultan, in 17th Century.

After the post analysis, it can be said that modified Mughal costumes have very good potential of marketability and saleability as introduction of a new range of garments in the market according to the developed consumer preference.

Conclusion :

The sartorial heritage of the Mughals makes a glorious chapter in the history of Indian costumes. The main aim of present study was enrichment of Mughal era and historic costumes by adapting them in modern trends. Decorative and structural details were used to develop new trend in designing which create interest among customers.

Authors' affiliations:

CHARU PANWAR, Department of Clothing and Textiles, Banasthali University, BANASTHALI (RAJASTHAN) INDIA

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