

DEVELOPMENT OF INDO-JAPANESE COSTUMES, By Fusion Technology**Ms. Urmila Kharkwal**Senior Faculty, Centre for Retail,
FDDI, Fursatganj (UP)**ABSTRACT:**

“Our wardrobe is our visual vocabulary. Style is our distinctive pattern of speech, our individual poetry.” We learn to combine our personal preferences and punctuate our fashion statements as we create a unique clothing style. **Marano** states that style “demands the desire and confidence to express whatever mood one wishes. In order to work, style must reflect the real self, the character and personality of the individual.” The concept was to combine esthetic sense of two countries and develop a design which is in collaboration of its appeal and utility of both countries in motivation to generate business opportunity as well as goodwill between two countries. By using Fusion Technology the garment comes out is KIMYALA.

KEY WORDS: Fashion, Kimono, Patiyala, Garment, Fusion

INTRODUCTION

As women, her desire is to be look good and different from other and only clothing is the way from which a person personality has changed, today’s women are very keen about the fashion and style.

“Style goes way beyond fashion; it is an individually distinctive way of putting ourselves together,” she states. “It is a unique blend of spirit and substance personal identity imposed on, and created through the world of things.”

OBJECTIVE

- Modification of Indian costume and Japanese costume
- Combining the Indian and Japanese costume
- Unity will emerged for both country
- Comfortable to wear
- Dress will be affordable for everyone.
- It will try to explore the opportunity to cater the untapped market segment who likes the fusion and have a keen sense in experimentation.

TYPES OF INDIAN COSTUME (for women)

Traditional Indian clothing has come into prominence once again. Well, if you notice the trends in fashion industry, you'll realize that modern fashion has aped the styling and designing of the bygone eras, the period of royalty, when Maharajas and Ranis used to spend extravagantly on their clothing. Whatever the royals chose to go in for was reminiscent of splendor and luxury. The creative fashion designers of today are in a lookout for ethnic designs that take us close to our cultural roots and remind us of the glorious past.

ABOUT PATIYALA SALWAR

Salwar Kameez or Patiala Shahi (Royal) Salwar Kameez has some special historical background. In olden times Patiala used to be capital of Punjab, a state in North India. In ancient times, Maharaja (King) of Patiala was very famous. His dress was a pleated and baggy type salwar with long loose kameez with full sleeves. He used to wear this dress as a king and for comfort as well.

In the new modern era, the women community copied his dress and named this type of salwar as Patiala Salwar..

Patiala Salwar Suit

Salwar is a traditional name as the modern age has grown. The traditional Salwar has taken different shapes and styles like Churidar, Parallel and Patiala.

JAPANESE COSTUME

The word kimono simply means things to wear and is pronounced kee-mo-no. The plural of kimono is simply kimono. The Japanese kimono, which literally means "clothing", is one of the world's instantly recognizable traditional garments. The kimono has had a long history in Japan and the kimono has changed over time to reflect the society and culture of that period.

Today, a Japanese woman usually owns only one kimono typically a furoside kimono which is worn for the coming of age ceremony on her 19th birthday. For weddings, the complete bridal kimono and kimono apparel is usually rented..

PARTS OF KIMONOS

- **Kimono Robe - Yukata Robes**

There are only a few types of Japanese kimono robes and cotton yukata robes that are worn as actual robes or sleepwear in Japan; the gauze lined cotton kimono robe, the flannel kimono robe and the cotton yukata robe.

- **Cotton Yukata Robe**

The lightweight cotton yukata is also traditionally used in Japan as a lounge robe, bath robe and sleeping robe. The yukata robes are traditionally white or navy with a very plain geometric pattern whereas the cotton yukata worn in public as clothing have fancier patterns and designs.

OBI

Obi sash belt types for Japanese kimono, kimono sash and how to tie an obi belt, types of Japanese obi and how to wear a kimono and an obi belt.

- **Formal Obi Belts**

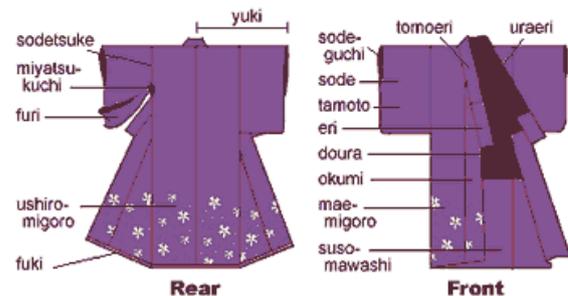


A woman's formal obi is usually 4 meters long and 60 centimeters in width. The width is folded in half and the obi is wrapped twice around the waist and then tied in the back. Formal obi belts are made of a brocade or tapestry weave.

How to Make a Kimono

- As the traditional textiles of Japan were made primarily for personal attire, what we know today as the kimono determined not only the construction of the weaves and the patterning of the fabric but also the width of the cloth itself. A single bolt, or "tan", of cloth measures approximately 9 meters in length and 30 centimeters in width. This is sufficient to make one kimono, whether for men or for women regardless of height and weight. Thus kimono fabrics as a rule are sold by the bolt and rarely by the meter

The Kimono Pattern Parts



Sodetsuke - kimono armhole

Miyatsukuchi - opening under the sleeve

Furi - sleeve below the armhole

Ushiromigoro - back main section

Fuki - hem guard

Yuki - sleeve length

Sodeguchi - sleeve opening

Sode - sleeve

Tamoto - sleeve pouch

Eri - collar

Doura - upper lining

Okumi - front inside panel

Maemigoro - front main panel

Tomoeiri - over collar

Uraeri - inner collar



Final Product Kimyala Front wear and back wear

Combining Of patiyala with kimono:

As Patiyala is a lower garment made of by fabric of 3 to 4 meter that's why research has adopted the Patiyala in a china silk fabric and combined the patiyala with Kimono for complete wear for women's and the final product comes with the name of Kimyala (as fusion of kimono and patiyala)

Result

- SCOPE
 - Comfortable for wearing
 - Promotion of indo-Japanese design over the world.
 - Wearable for women of every age group.
 - Multi-wearable garment.
 - Affordable for every class people

The apparel industry is involved in the designing and manufacturing clothing and accessories for women, men, and children in the categories of: casual wear, active wear, essentials, formal wear, and outer wear. The industry also includes producing clothing for infants. The apparel industry is a big part of the fashion industry, with fashion trends dictating the consumer demand of the types of apparel that companies produce. Companies in the apparel industry have a tendency to modernize their products in a timely fashion to keep up with their competitors and continue the efficiency of their productions.

Apparel companies also have to consistently modify the apparel they produce in order to meet consumer trends and demand. For example, manufacturing clothing that incorporates recycled material, or electronic functions (such as small lights in the clothing). At times, consumer demand also requires that the apparel industry manufactures and distributes clothing items at a more rapid pace than is typical.

A burgeoning trend among designers and manufacturers is incorporating “green,” organic or sustainable features in the clothing they make and distribute. The fact that mass retailers have begun devoting shelf space to such clothing is indicative of a larger trend soon to emerge in the apparel industry.

Consumer preferences and demand are the predominant drivers for the apparel industry, but manufacturing costs are also a factor. Profitability in this industry is dependent upon several factors as well: the focus given to certain locations, specialization of products, efficiency of operations, and contracts with marketing professionals. As competition is steep, apparel companies often create alliances to present a stronger front. Successful advertising strategies, as well as concentration in specialized markets help in allowing apparel companies to generate increased revenue.

In the aspect of marketing, this design is developed keeping in mind about making the garment esthetically appealed in both Indian and Japanese youth customer interested in their traditional wear. The modern women of Japan and India are similarly still attached to their root and because of strong family values the traditional occasions still keep a very important place. As the process of product development kept few important things in the mind in terms of its consumer aptness are as follows:

- The design should appeal both country’s esthetic sense as well as resemblance to their traditional wear.
- The garment must be developed in such a way that is practical as well as affordable for middle class people in order to use in real world.
- The manufacturing process of the design is achievable in terms of easy production.
- The fabric used in the garment is readily used in both country and hold a very special traditional place i.e. silk.

CONCLUSION

On the basis of study of the different garment of Indian and Japanese come to conclude that it has beautiful and attractive designs which are unique. More over this design inspired by the day to day life. Though this dress is beautiful but due to their ethnic costume it observed that they are affordable and much popular with people of the other country.

Through this research is tried to give oneness feeling of two countries i.e. India and Japan and tried to give them popular appealing by considering all its cost and conformability aspects.

Even there is vast and tremendous scope the improvement in the future if provided a good research work will done. It can be fused by adding dupatta or may be adding Japanese hat. In this way it can be concluded that objective seemed to be fulfilled and hopeful for further work in this field.

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