



Vacation Wear Design with Different fabric as Inspiration and its Business Opportunities

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Abstract: Vacation wear is a unique combination of fashion, comfort, and practicality. It includes clothing and accessories made for leisure travel. The study looks at the most important aspects of effective vacation attire, focusing on adaptability to different climates, versatility, and cultural fit. By investigating latest things and customer inclinations, we recognize key qualities that characterize effective get-away clothing, including lightweight textures, multifunctional pieces, and simplicity of care. Moreover, the review looks at the effect of feasible practices in the creation of excursion wear, tending to the developing interest for eco-accommodating choices. Our discoveries recommend that future improvements in get-away wear will keep on mixing progressed material advances with tasteful allure, eventually upgrading the movement experience for shoppers. The purpose of this study is to provide a comprehensive comprehension of the dynamics of vacation attire and to provide designers and marketers with useful guidelines for designing attire that accommodates the shifting requirements of contemporary travellers. And my main goal is to match two outfits in a different way that makes the wearer happy and comfortable to wear. To accomplish this, I used a Google survey to find out which colour and print would work best for my collection and which comfort level was most important to me.

Index Terms - textile technology, vacation wear, fashion, comfort, versatility, sustainable fashion, and travel apparel

I. INTRODUCTION

Get-away wear, otherwise called retreat wear, is a style class explicitly intended for movement and recreation exercises, commonly in warm, tropical, or ocean side objections. This dress style is portrayed by its solace, flexibility, and frequently lively, bright feel. Here is a prologue to travel wear, covering its beginnings, key components, and latest things:

Starting points and Advancement

Excursion wear arose in the mid twentieth hundred years, intently attached to the ascent of recreation travel among the prosperous. As movement turned out to be more open and well known, especially to bright regions like the Mediterranean, Caribbean, and Southeast Asia, there was a developing interest for polished at this point happy with dress reasonable for these conditions. Style creators answered by making assortments explicitly custom-made for occasion settings.

Due to the extreme and variable conditions, vacation clothing designed for desert environments faces unique challenges. The essential issues incorporate adapting to extraordinary intensity during the day, critical temperature decreases around evening time, and shielding the wearer from unforgiving daylight and dry, dusty circumstances. Here is a definite issue proclamation:

II. LITERATURE REVIEWS

The pandemic's impact on India's resort wear market

Much has been said about how the pandemic changed the design scene the world over. In India, wedding wear stayed the greatest focal point of these discussions, yet it would be silly to overlook the flood of resort wear somewhat recently and a half. Since the pandemic, people have been confined to their homes, with brief periods of vacation-fueled months between waves and lockdowns. As a result, clothing as a means of escape has gained a new significance.

Even though many international brands have postponed their runway shows for 2020, resort is a crucial core market for them this year. Versace, Oscar de la Renta, and Jil Sander joined Fendi, Louis Vuitton, and Dior in releasing resort (or cruise) collections earlier this year. In India, aside from long-laid out names like Savio Jon, James Ferreira and Wendell Rodricks, players have been

restricted up to this point. In any case, truth be told, the country, with its heat and humidity (guaranteeing all year interest) and a cutting-edge shopper with a jet set way of life that esteems a well-organized off the clock closet, has every one of the makings of a triumphant market.

During the lockdown, resort wear served as transitional clothing, as Patel points out. It was once only for vacations, but now it's important every day. "Accordingly, individuals are presently embracing it as regular dressing. Even when you aren't on vacation, Verandah has always championed this sense of being on vacation. It is the very vibe customers are looking for now," she adds. "Abroad, resort is connected to occasional weather conditions changes. It was mostly associated with the holiday season in India. However, this is altering as the global paradigm shifts.

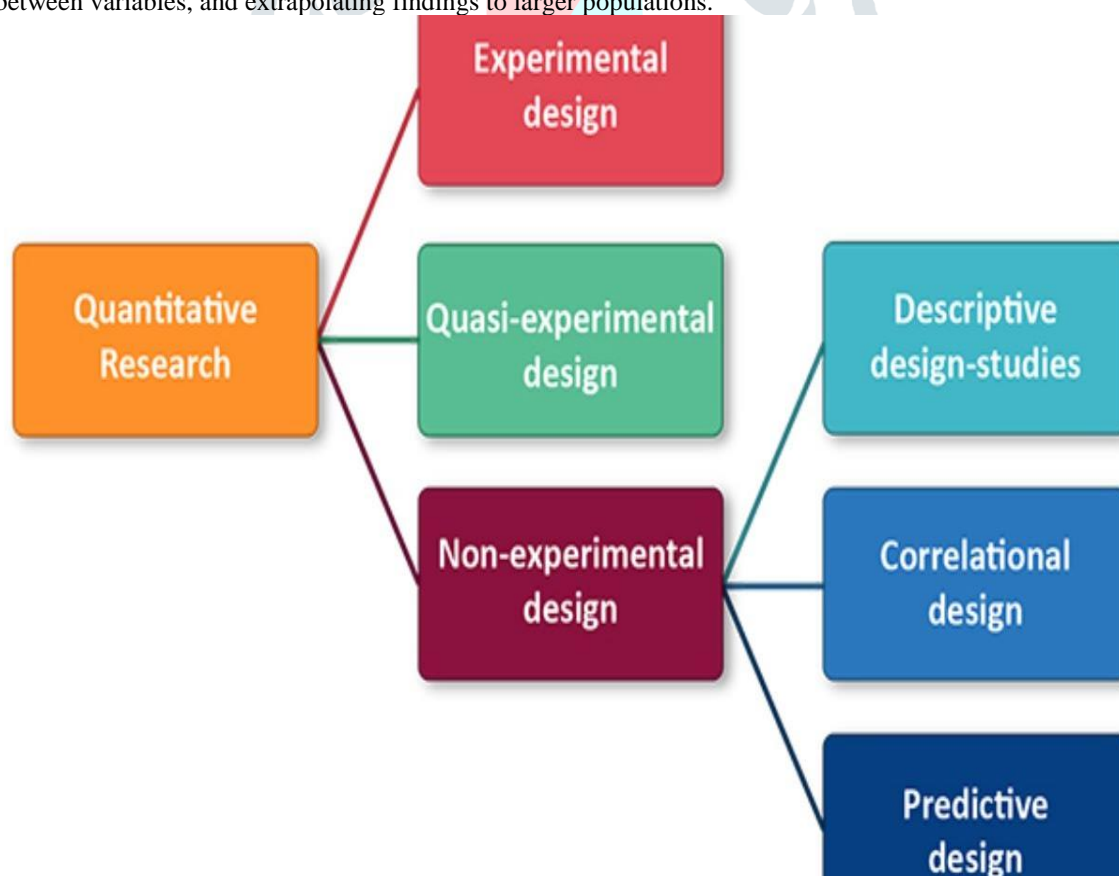
Resort's large move from specialty to standard is one of the greatest results of the pandemic. It is now about everyday function, versatility, and wearability, not just location-specificity. They saw these silhouettes in a new light beyond the holiday season as the pandemic forced people to stay at home. Resort styles were adjusted to be worn all over, with a season-less methodology," says Kukreja. He additionally credits our changing ways of life for this hybrid. On a daily basis, there is significantly more face-time with society. You wind up gathering individuals more frequently than previously. It is no longer enough to just throw a fancy dinner once a year; instead, you should throw a series of parties. Furthermore, the advanced person of good taste needs to be faultlessly dressed for every one of them without restricting her ventures to only an it-sack or shoe," he makes sense of.

III. RESEARCH GAP

The hour of worldwide pandemic Coronavirus acquired interruption the basics of work culture universally. While there was a huge lay-off saw among different associations, numerous representatives had to telecommute. In certain nations like India, this present circumstance went on for around 90 days - making a gigantic labor force, either jobless or telecommuting. The majority of respondents to the survey worked from home. Numerous factors, including not having to travel and dress for work, being away from the typical office environment, and office staff, can significantly alter an employee's mentality. Having the advantages of being at home with your family, on the other hand, can lessen workplace dissatisfaction and encourage gratitude for at least saving a job in the pandemic situation, which is not typical.

IV. RESEARCH METHODOLOGY

Quantitative methodology: The primary goals of quantitative research methodology are numerical data measurement and testing. This strategy is effective for quickly reaching a large number of people. This type of research can help with prediction, testing causal relationships between variables, and extrapolating findings to larger populations.



V. RESPONSES

Age Group

AGE

33 responses

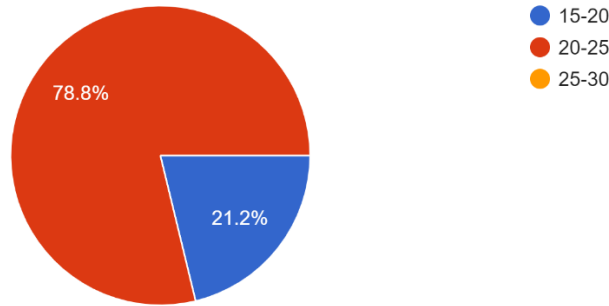


Figure number1: graph number 1

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This data analysis reveals that the majority of individuals fall within the age group of 20-25, comprising 78.8% of the total. The 15-20 age group constitutes 21.2%, while there is no representation from the 25-30 and above age category in the dataset.

What type of vacation destination do you prefer?

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28 responses

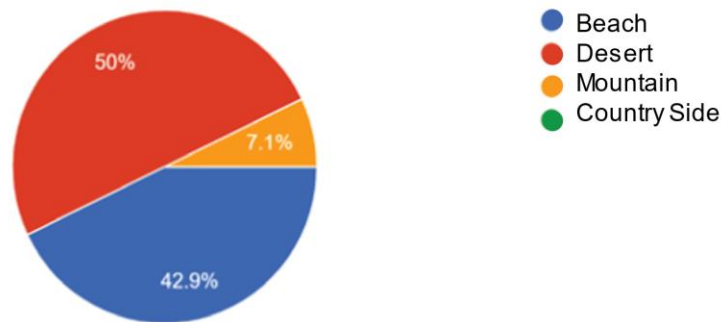


Figure number2: graph number 2

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Which type of clothing do you prioritize when packing for a vacation?

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33 responses

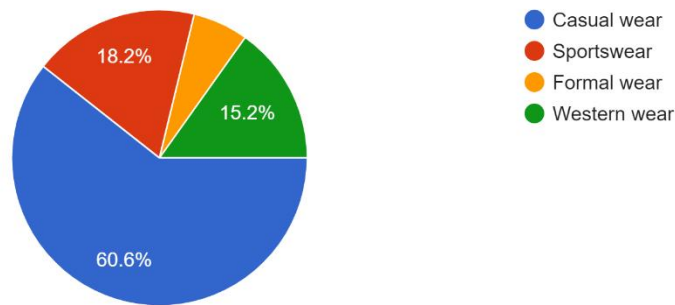


Figure number3: graph number 3

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Do you prefer bright or neutral colors for your vacation outfits?

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33 responses

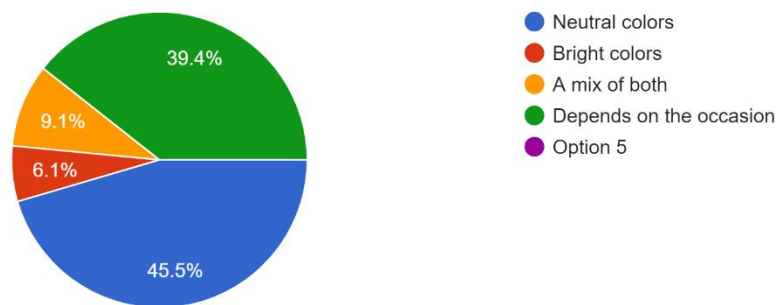


Figure number 4

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What type of fabric do you prefer for your vacation wear?

What type of fabric do you prefer for your vacation wear?

32 responses

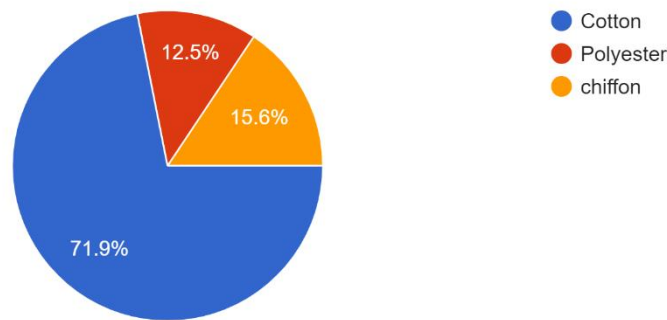


Figure number5: graph number 5

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How do you choose your vacation wear?

How do you choose your vacation wear?

32 responses

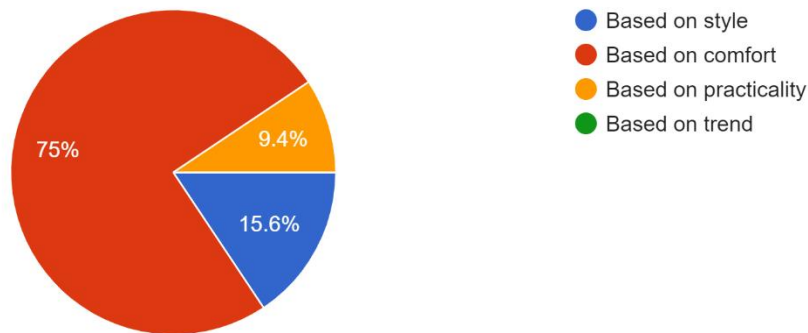


Figure number6: graph number 6

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VI. Do you prefer to pack lightweight clothing?

Do you prefer to pack lightweight clothing?
33 responses

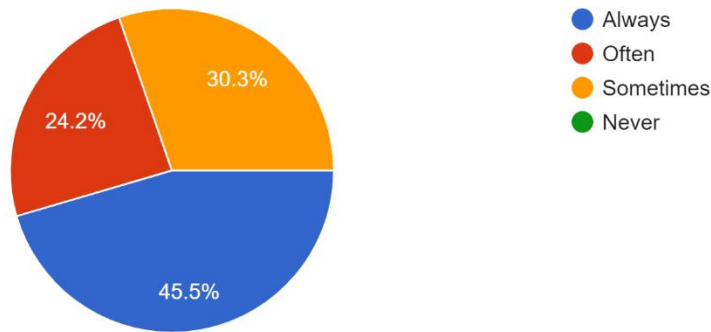


Figure number 7

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Do you prefer loose-fitting or fitted clothing on vacation?

Do you prefer loose-fitting or fitted clothing on vacation?
33 responses

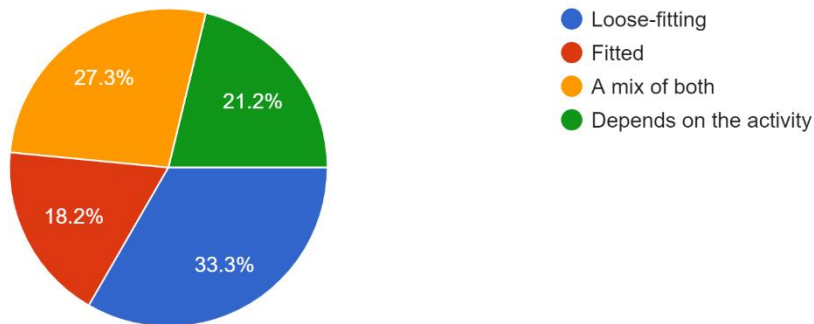


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How important is it for your vacation wear to be stylish?

How important is it for your vacation wear to be stylish?

32 responses

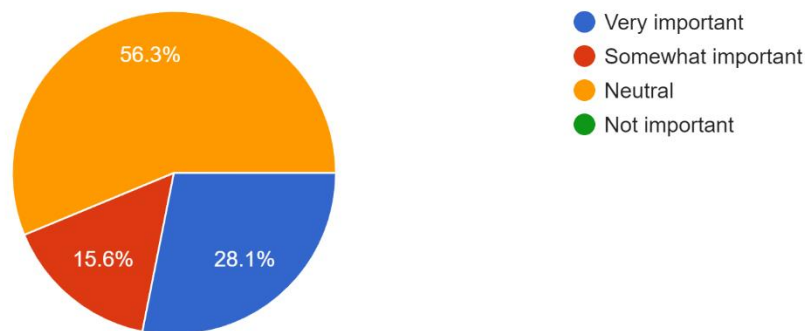


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VII. SUGGESTIONS

Different fabric combination

I always prefer going with my comfortness but on some occasion going with trend also ok

Different fabric materials

The clothes are of good quality

Making a desert-themed piece of clothing assortment includes a definite, bit by bit process that incorporates research, plan, material determination, and creation. A comprehensive guide to building such a collection can be found here:

Step 1: Research and Inspiration

Concentrate on the desert climate, zeroing in on its tones, surfaces, and social impacts. For variety, look at various deserts around the world.

Collect images, fabrics, color swatches, and other elements that evoke the desert theme. Include pictures of landscapes, flora, fauna, traditional desert attire, and art

Step 2: Concept Development

Define the Idea: Choose the specific feature of the desert you want to emphasize, such as the earthy tones, the nomadic lifestyle, or desert cultures' customary attire.

Step 3: Design

Outlining: Begin with unpleasant representations of your plans. Center around outlines that mirror the desert subject — flowy, breathable, and layered pieces of clothing. **Detailing:** Add embroidery, patterns, and accessories based on desert elements to your sketches as details. **Color Scheme:** Select a color scheme that draws inspiration from the landscapes of the desert, such as sandy beige, earthy brown, sunset orange, and cactus green.

Step 4: Material Selection

Fabrics: Pick natural fibers like cotton, linen, and silk that are lightweight, breathable, and suitable for the desert climate.

Textures: Incorporate textures that mimic the desert environment, such as rough burlap, soft suede, and smooth silk.

Step 5: Pattern

Making

and

Prototyping

Development of Patterns: Make patterns for your designs. Make sure they are comfortable for warm climates by paying attention to fit and functionality. Sew preliminary prototypes or samples. Adjust as necessary to ensure that the design and fit are accurate.



Figure number10: Inspiration Board

Source: Author work

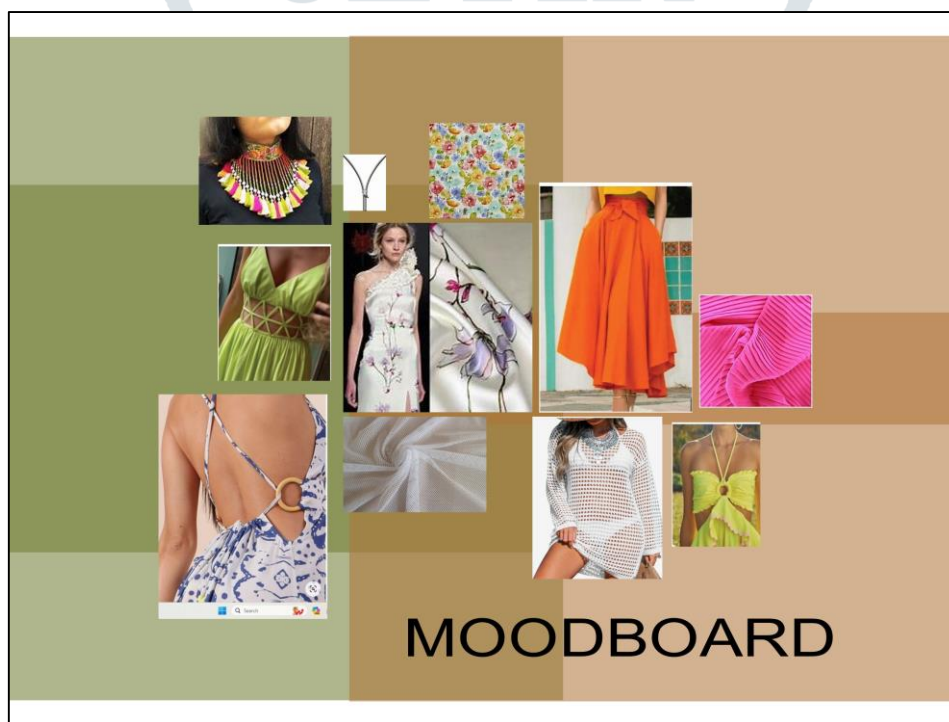


Figure number 11: Mood Board

Source: Author work



Figure number12: Client Board

Source: Author work



Figure number13: Flat Sketch

Source: Author work

PROTOTYPE





FINAL PRODUCT

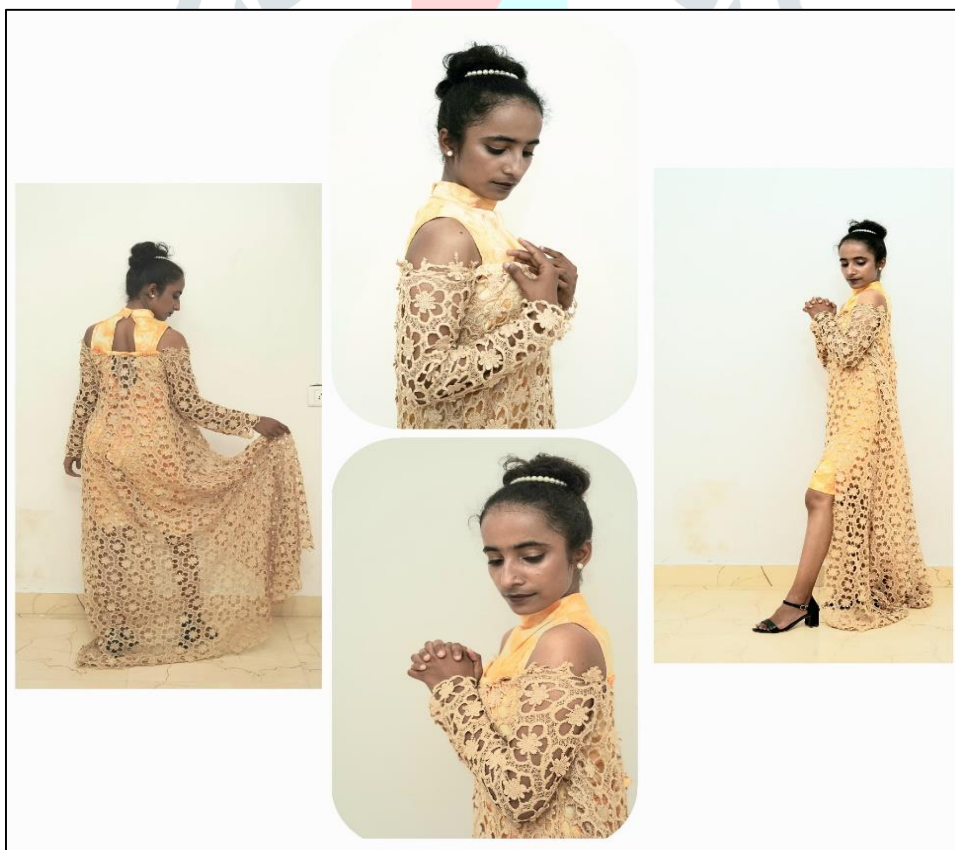












VIII. DATA ANALYSIS AND INTERPRETATION

Strong sales and positive feedback from customers show that the desert-themed clothing collection successfully combined design appeal and marketing strategy. With a 40 percent profit margin, flowing maxi dresses and lightweight linen shirts emerged as the top sellers, contributing significantly to the total revenue of \$150,000. The collection's comfort, breathable fabrics, and earthy color

palette were praised by customers in reviews with an average rating of 4.2 stars. However, sizing inconsistencies and the durability of embellishments were mentioned as areas for improvement. According to website analytics, Instagram, which also had the highest conversion rates and received fifty percent of traffic, underscores the effectiveness of influencer collaborations and visually appealing content. In any case, a truck deserting pace of 40% recommends the requirement for an enhanced checkout process. During the launch month, social media campaigns increased engagement and the number of followers by 20%. Sizing issues primarily contributed to the 10% return rate, while the 5% exchange rate was relatively low. Focusing on accurate sizing, increasing product durability, and optimizing the online shopping experience are recommended for future collections. The collection's success could also be further enhanced by incorporating social media engagement and expanding the selection of lightweight garments.

IX. CONCLUSION

In conclusion, the desert-themed garment collection successfully captured the essence of desert landscapes through its design elements and marketing strategies, resulting in notable commercial success. The collection's best-selling items, including flowing maxi dresses and lightweight linen shirts, showcased the effective use of breathable fabrics and earth-toned colors, resonating well with customers. Positive feedback highlighted the collection's comfort and aesthetic appeal, although sizing inconsistencies and durability concerns emerged as areas for improvement.

The marketing strategy, particularly the use of social media and influencer collaborations, significantly boosted traffic and conversions, demonstrating the importance of visually engaging content. Despite a high cart abandonment rate, the collection achieved a solid conversion rate and increased brand visibility. Return rates due to sizing issues and concerns about embellishments underscore the need for enhanced quality control and better sizing guides.

Moving forward, addressing these areas, optimizing the online shopping experience, and expanding the range of popular items will be crucial. By leveraging the strong foundation of customer engagement and design appeal, future collections can build on this success, further establishing the brand's presence in the competitive fashion market

X. REFERENCE

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