



“APPLICATION OF BRAZILIAN TRADITIONAL EMBROIDERY ON INDIAN WOMEN’S ETHNIC WEAR”

Lavanya S, Assistant Professor

Fashion and Apparel Design,
Bengaluru, Karnataka, India

Abstract : The study was conducted to know the responses about changing outlook of Ethnic wear dresses. Though Brazilian embroidery is traditional embroidery of the Brazil country. The popularity of Brazilian interior embroidery inspired to design apparel products. These products are retained with rayon thread hence it is stylized in designs and application. The respondents who have viewed the collections have appreciated the concept of Brazilian embroidery for Indian women’s ethnic wear dresses. People with fashion conscious who are very interested in decorating their wardrobe frequently and willing to retain the traditional have liked this application.

1. INTRODUCTION

Embroidery is an art and or handcraft of decorating fabric or other materials with needle and thread. It is a unique art which upholds the cultural, traditional values of people, through their art, craftsmanship and richness of textile and other luxury embellishments. The art of embroidery is more indigenous comprising the expression of the artist in the form of motifs, stitches color and other accessories.

Embroidery may also incorporate other materials such as metal strips, beads, quills and sequins. A characteristic feature of any embroidery is the basic techniques or stitches such as chain stitch, button hole or blanket stitch, running stitch, cross stitch surface embroidery techniques like couching or laid- work are the most attractive work made of expensive yarns; couching is generally used for gold work. Canvas work techniques, in which large amounts of yarns are laid on the back of the work, use more materials but provides a sturdier and more substantial finished textile. Surface ornamentation purely depends on the creativity of the designer. There are no limits for surface ornamentation.⁽¹⁾

The fabrics and yarns used in traditional embroidery vary from place to place. Wool, linen, and silk have been in use for thousands of years for both fabric and yarn. Today, embroidery thread is manufactured in cotton, rayon, and novelty yarns as well as in traditional wool, linen, and silk. Brazilian embroidery patterns are created by making stitches over a pre-determined threads designed on the fabric. Brazilian embroidery is more easily worked on cotton fabric.⁽²⁾

In embroidery an embroidery hoop or frame can be used to stretch the material and ensure even stitching tension that prevents pattern distortion. Modern work tends to follow symmetrical counted stitching patterns with designs emerging from the repetition of one or just a few similar stitches in a variety of hues. In contrast, many forms of surface embroidery make use of a wide range of stitching patterns in a single piece of work.

In threads are stitched through a fabric mesh to create a dense pattern that completely covers the foundation fabric. Most Brazilian embroidery designs completely cover the fabric. Although Brazilian may be worked in a variety of stitches, many Brazilian embroidery designs use only a simple stitch which rely upon color changes to construct a pattern.⁽³⁾

Traditional Brazilian embroidery was stitched in rayon threads on cotton canvas, this embroidery is very colorful, and use many hues of one color, which produces intricate shading effects. The patterns are naturally geometric, but can also resemble very stylized flowers or fruits. This embroidery is considered particularly challenging, as it requires very precise counting of stitches for the pattern connected with the various motifs to accurately execute designs.⁽⁴⁾

Brazilian is relatively easy to do because the individual stitches are cast on stitches known as main stitches or groups of couching stitches. Whatever the length, the stitches are placed side-by-side either horizontally or vertically to form line designs. A group of stitches is called a "Brazilian". These steps are combined to create the pattern. The steps may be repeated across the design to create a repeating or they may form an open shape or a filling design.

Brazilian is one such applied art which is creative embroidery work. This embroidery work on fine canvas is known as petit point. Due to the inherent stiffness of needle point common uses include wall hangings (figure-1&2), pouches and decorative items but not for clothing. In most traditional pieces, all stitches are vertical with stitches going over two or more threads.

Figure -1



Figure - 2



The attractive colorful patterns is the inspiration for the present. Hence the attempt was made to implement Brazilian embroidery techniques in women's Indian traditional anarkali's ethnic wear.⁽⁵⁾

A range of six designer anarkali's were created using synthetic fabrics like georgette and imitated silk. The patterns of the anarkali's were kept simple to high light the embroidery designs. The design and patterns for Brazilian embroidery was chosen very carefully. The attractive color schemes were projected for all the seasons. The intricacy of the stitches and patterns used was governed by the characteristics attributes of the target customers.

OBJECTIVES

- To design Brazilian embroidery on Indian women's ethnic wear.
- Application of Brazilian embroidery on women's anarkali dresses.
- To develop anarkali Indian Women's Ethnic Wear dresses.
- To evaluate customer acceptance of developed products among targeted customer's through survey method.

2. REVIEW OF LITERATURE

The review of literature were discussed under the following areas:

2.1 History of Brazilian embroidery

2.2 Techniques of Brazilian embroidery stitches

2.3 Designer opinions on Brazilian embroidery

2.4 History and trends in Anarkali dresses

2.1 HISTORY

Brazilian embroidery is a type of dimensional surface embroidery. Brazilian embroidery does not necessarily come from Brazil, but is named such because the threads used are widely manufactured in Brazil. Instead of cotton or wool, the threads in Brazilian embroidery are 100% rayon, which are extracted from plants by hand and have a smooth and silky texture, making it appropriate for the dimensional stitches. It is this main characteristic that makes Brazilian embroidery famous and appreciated by many.

Rayon is made primarily from wood pulp chemically converted into a soluble compound. It is then dissolved and pressed through a spinneret, becoming solid filaments. Common threads use an S twist, turning fibers clockwise into a strand, but rayon uses a Z twist, turning the fibers counter clockwise, which can withstand even boiling water, so users do not have to worry about frequent washing.

The technique seems to have an identity crisis as it is known. Almost every resource links the origin back 1800^S. The name Brazilian comes from the Brazil country.

In the 1960^S, a woman named Elisa Hirsch Maia in Brazil began experimenting with thread dyeing after becoming dissatisfied with the threads available to embroider her family's clothing. Unexpectedly, her threads sold like hot cakes and she was soon in business.

After that, it became popular in Brazil to produce rayon threads in different colors. Because the threads were color, the embroidery was known as Vari-Core embroidery, and then simply as "Brazilian Embroidery".

She became dissatisfied with the available flosses and colors. In experimenting with dyeing the native cellulose, Madam Maia developed a new thread; and a new world of stitchery, which became known as Brazilian Embroidery, was created.

Brazilian embroidery differs from the usual embroidery in three ways. It is three-dimensional, uses special rayon fibers of different weights, and the background around the motif is filled with fine growth lines, branches and small field flowers (figure-3). In the traditional manner of stitching Brazilian embroidery, the flowers are stitched first, then buds, and leaves. Stems, main branches and the main growth lines are added next. A variety of green tones and shades are used in the stems, leaves and growth lines along with the array of flower colors. Small flowers are stitched last, for depth.

Figure - 3



Figure - 4



Figure - 5



The new fiber was a rayon which varied from a very fine silk-like thread to a velvet. These threads are available in solid, shaded and variegated colors. The colors may be soft and subtle, or brilliantly vibrant to give visual excitement to the work. A number of fiber weights can be piled and intertwined to create lovely, textured, three-dimensional flowers and leaves (figure4&5).

2.2 Techniques of Brazilian embroidery stitches:

Couching: One of the simplest stitches used in Brazilian embroidery is the couching stitch. It is done by taking a very long stitch the whole length of a branch and then couching it down with tiny stitches using the same thread on the return to the base.

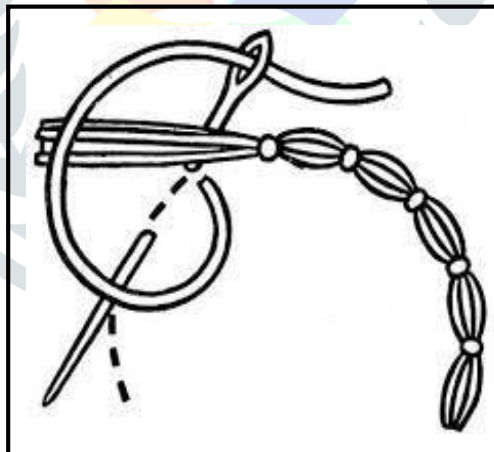


Figure - 6

Stem Stitch: This basic stitch will be used often for stems. Worked in Z twist Brazilian threads, it will work from left to right and throw the thread above the line with each stitch.



Figure - 7

Leaf Stitch: This variation of the satin stitch is a basic for creating leaves in Brazilian embroidery. Work alternating from the left and right of the tip and always go back down at the vein, but move the stitches down the vein as well as down the edges.

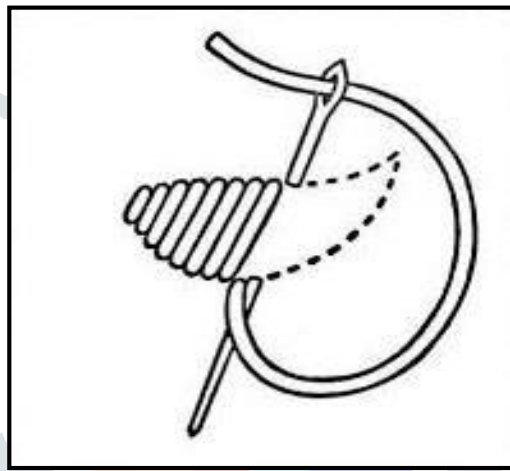


Figure - 8

Bullion Stitch: This stitch is best worked with a milliner's needle. 1. Come up at A and pull the thread through. Insert needle at B and back out at A but do not pull the needle through the fabric.

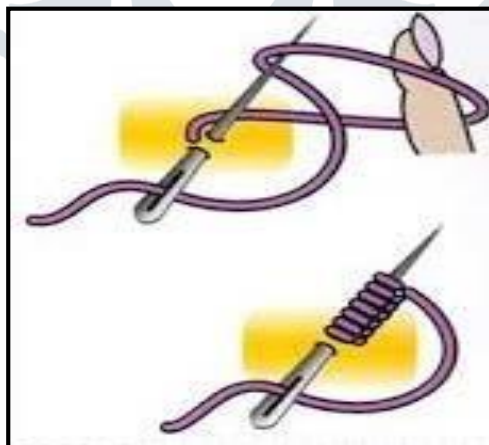


Figure - 9

Cast-On Stitch: This is another stitch that needs a millinery needle to work easily. Come up and out at A. Go in at B and back up at A but leave the needle there in the fabric just like doing a bullion stitch. Grasp the thread a few inches out from A with your right hand. Put your left index finger on top of the thread and give it a twist down and around the thread picking up a twisted loop.

Drop the loop over the end of the needle and snug it to the bottom. Continue twisting loops and dropping them on the needle until you have the desired number. Wrap the end of the thread behind the needle once in a clockwise direction. Hold the loops and pull the needle through the fabric and loops. Pull until the thread and loops are snug. Take the needle down and out at B.

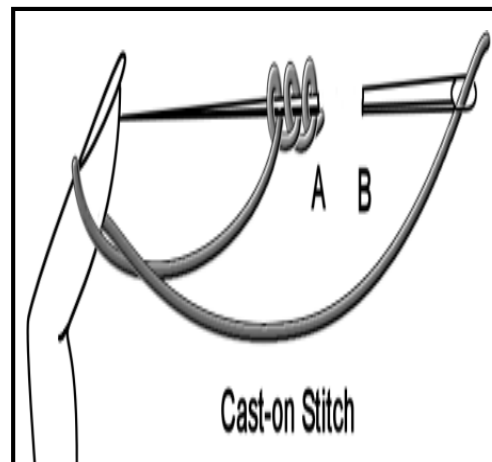


Figure - 10

2.3 Designers contribution on Brazilian embroidery:

The interior designer Rosalie M. Wakefield advertise Brazilian dimensional embroidery and discovered news applications of it to the interiors in a decorative way. She implemented Brazilian embroidery on interior products such as pillow covers, cushion covers (figure-11&12), spreaders, teapoy covers, baby bed set (figure-13) etc she started using matte cloth and created motifs in a contemporary designs, cartoon designs, animals and birds instead of flowers, leaves designs. "Mynah, All Mynah" her famous designs in a Brazilian embroidery on photo frame.



Figure - 11



Figure - 12



Figure – 13

The Angels Times newspaper S. Irene Virbila fashion columnist writes that transforms the craft with retro inspired designs not for of flowers and leaves of tress butroller derby babes, monsters, robots, skull and cross bones (figure-14&15), tattoodesigns and cocktail series can be used in Brazilian embroidery which will be attractedby the youngsters.



Figure - 14

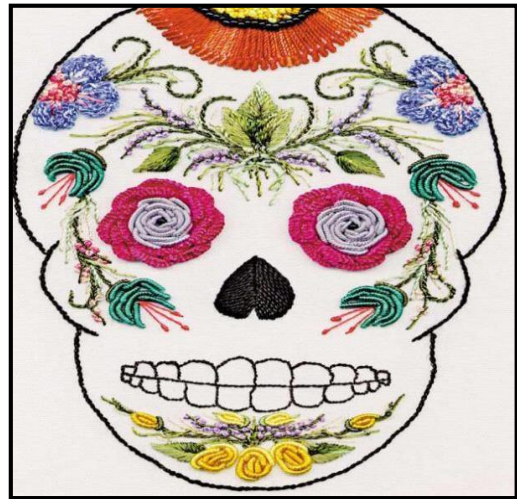


Figure - 15

The fashionist of California Susan Denley feels that “A world increasingly attuned to fast fashion in Brazilian embroidery. We can pause to dream of extreme luxury and in high fashions.

Leslie Knowlton Herzog is a fashion journalist of Newyork with more than two decades of experience in a fashion media and background in business. Brazilianembroidery those the techniques have been preserved, expanded and taught at the city’sembroidery. The government as to increase the centers of embroidery in the world.

In magazine of Home and Garden the interior designer Patricia Hobbs Hendry writes that the Brazilian embroidery was popular form of art and relaxation. The harshlife in the early days left little time for embroidery. The simple samples turned into creative way to decorate the interiors and make rich.



Figure - 16



Figure – 17

2.4 History and trends in Anarkali dresses

An Anarkali Salwar suit is a form of women's dress. The anarkali suit is made up of a long, frock-style top and features a slim fitted bottom. The anarkali is an extremely elegant style that is worn by women in Pakistan commonly and other countries in South Asia and India also followed. The anarkali suit varies in different lengths and embroideries.

Anarkali suits own their name to the fictional anarkali, a courtesan in the court of Mughal emperor Akbar who was legendarily murdered for her illicit relationship with the Crown Prince Salim, who would later become the Emperor Jahangir.

The anarkali suit ensemble is quite popular in India and many other South EastAsian communities. It generally consists of 3 separates – a fitted till waist and then flared long kurta/ top-wear, a churidaar (fitted) bottom and a dupatta/ stole. The gracefulanarakali suit finds its roots in the Mughal and Persian cultures. The various forms of regal anarakali silhouette are also related to the Indian culture in many ways. The Indianangarakha is very similar to anarkali, and is closely associated to the Indian classical dance-form Kathak. In fact, anarakali tends to be the regular costume of the dancers, practicing the Kathak form of the Lucknow Gharana.

3.

METHODOLOGY

3.1 MATERIALS:

- **Synthetic fabric** - Georgette and Imitated Silk which gives a good draping andflow of the garment, which will be a shine in imitated silk.



Figure - 18



Figure - 19

Sl.No.	PARAMETERS	CONTENTS	
		GEORGETTE	IMITATED SILK
1	Type of weave	Plain	Plain
2	Grams per square meter	80gsm	65gsm
3	Thickness gauge	0.22mm	10.5mm
4	Ends per inch	160epi	140epi

5	Picks per inch	130ppi	110ppi
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➤ Rayon thread

Rayon (commonly referred to as viscose rayon) is a mixture of nature and manufacturing. The definition of rayon is "a manufactured fiber composed of regenerated cellulose."



Figure - 20

Sl.No	PARAMETERS	CONTENTS
1	Thread type	Rayon
2	No. Of ply	3 ply
3	Twist of yarn	Z twist
4	Twist per inch	10 tpi

➤ Needle

Needle is a metal long piece with a hole at one end also known as eye where the thread will be inserted and at another end the sharp edge will be there to insert the needle to the fabric.



Figure – 21

Sl.No	Needle length [inches]
1	90mmx3.5”
2	90mmx8”

➤ **Tracing paper:** It is also known as carbon paper, which is used to transfer from one to another. The ink of the paper will be transferred to the lower material. The various colors are available.

Figure - 22



➤ **Embroidery frame :** It is a ring which will be having two parts one with plain ring and another which contains a nut and bolt to adjust the fabric to fix in the frame and holds tight to do the embroidery easily.



Figure - 23

3.2 METHOD:

Step- 1 Idea generation

Step-2 Selection of raw material according to the design

Step-3 Preparation of patterns for designs for embroidery and garments

Step-4 Marking/tracing the pattern on the fabric

Step-5 Development of Brazilian embroidery

Step-6 Cutting, Sewing and Finishing of the garment

Step-7 Showcasing the developed products for consumers and analyzing the acceptance level by survey method.

STEP-1 IDEA GENERATION:

Review of literature about Brazilian embroidery art was carried out to understand the nature of the art, techniques involved pattern use, materials used and the finishing aspects. Thus an idea of adapting Brazilian embroidery from home interiors to clothing was adapted for the present study.

Development of theme board, inspiration board, color board, swatch board, design development collection board

MIND MAP: It is a visual representation of hierarchical information that includes a central idea surrounded by connected branches of associated topics.

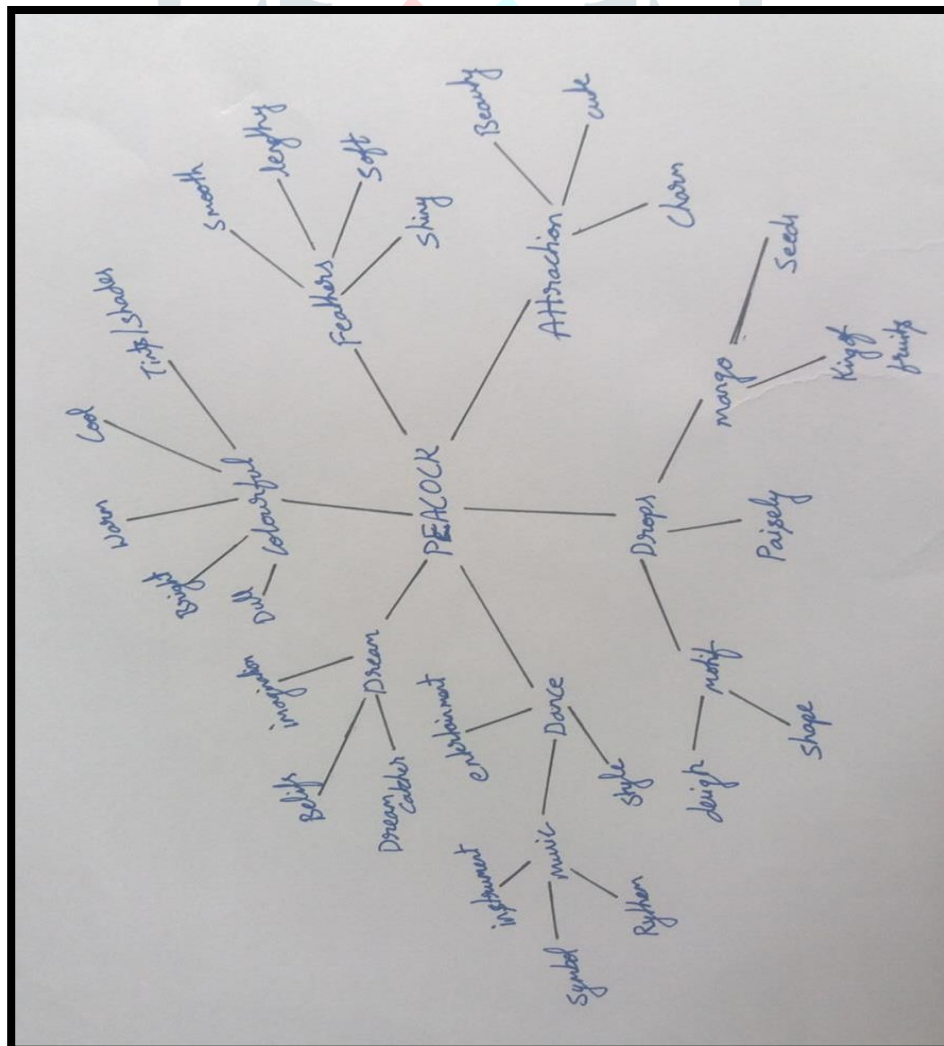


Figure - 24

Theme: Peacock

Inspiration: Feathers

Concept: Dream Charm

THEME BOARD: Theme boards can give the idea of a designs which makes easy to understand the concept of the study. This is a theme of peacock which represents the beauty and enhance and attraction in the occasion.



THEME BOARD

Figure -25

INSPIRATION BOARD: Inspiration boards can serve great purpose when beginning a new project or any time in a creative funk, it allows to plot out ideas, which gives a design to the product. In this the inspiration is a feather which represent the soft and light weight in the fabric, which gives a good draping effect.



INSPIRATION BOARD

Figure - 26

MOOD BOARD: A mood board is a board which tells the mood of the theme which is related. It means it resembles the occasion or an event, where the designs are suitable. This mood board tells the occasion of a traditional event wedding, festival, celebration, joyful etc.



MOOD BOARD

Figure - 27

COLOUR BOARD: It is a board, typically the colors which are used in the designs and inspired by the theme. Here the colors are white, yellow, blue, green, pink shades.



COLOR BOARD

Figure - 28

STEP – 2 SELECTION OF RAW MATERIALS ACCORDING TO THEDESIGN.

The products are developed using plain synthetic fabric [georgette and art silk] which gives a good draping to the dress and Rayon thread were used for Brazilian embroidery.

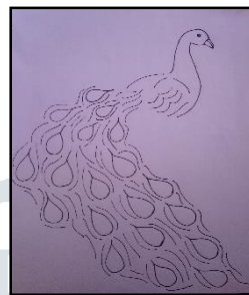
STEP-3 PREPARATION OF PATTERNS FOR DESIGNS FOR EMBROIDERYAND GARMENTS

The patterns are developed according to Indian women’s size standard size of 32”anarkali dress with different silhouettes.

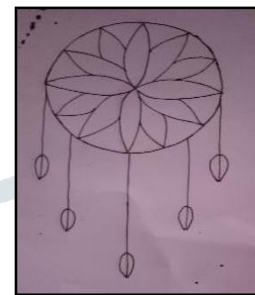
➤ Embroidery patterns:



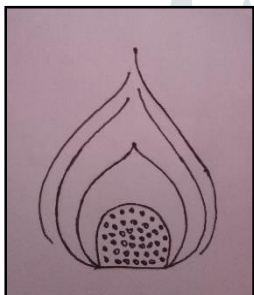
Design-1
Figure - 29



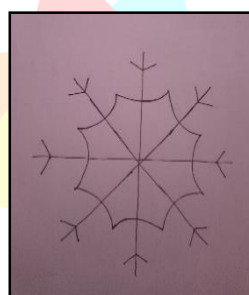
Design-2
Figure - 30



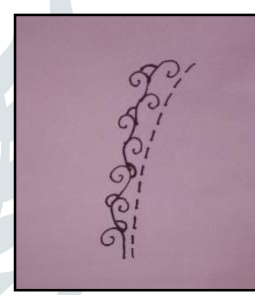
Design-3
Figure - 31



Design-4
Figure - 32



Design-5
Figure - 33

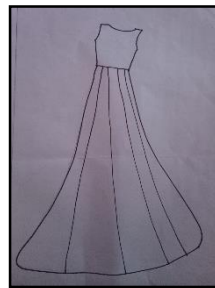
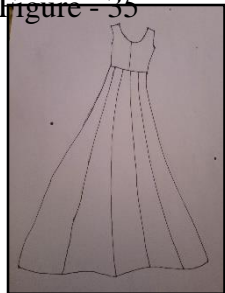


Design-6
Figure - 34

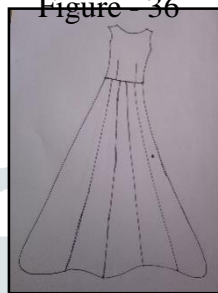
➤ **Garment patterns:**



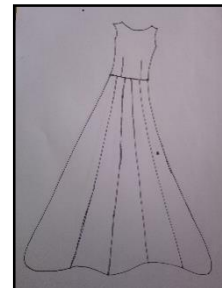
Design-1
Figure - 35



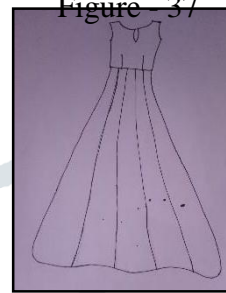
Design-2
Figure - 36



Design-4
Figure - 38



Design-3
Figure - 37



Design-5
Figure - 39

Design-6
Figure - 40

STEP-4 MARKING/TRACING THE PATTERN ON THE FABRIC FOR SEWING

The developed designs of embroidery are been transformed to the fabric according to the styles and application by tracing method before the cutting the components for sewing.



Figure - 41

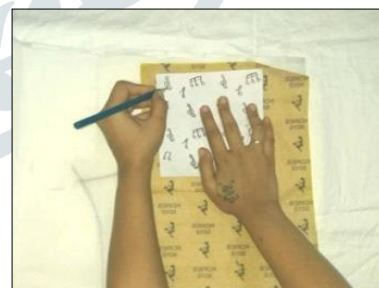


Figure - 42

STEP-5 DEVELOPMENT OF BRAZILIAN EMBROIDERY

The embroidery will be made on the fabric of the patronized garment



Stem stitch
Figure - 43



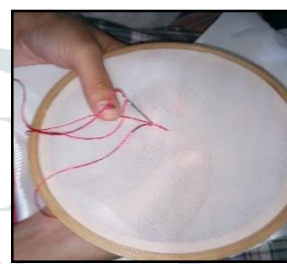
Bullion knot
Figure - 44



Cast-on
Figure - 45



Couching
Figure – 46



Leaf stitch
Figure – 47

Stem Stitch: This basic stitch will be used often for stems. It will work from left to right and throw the thread above the line with each stitch.

Bullion-knot Stitch: Come up at and pull the thread through. Insert needle at and backout at but do not pull the thread more.

Cast-On Stitch: This is another stitch that needs a millinery needle to work easily. Come up and out at starting. Front and back up at end but leave the needle therein the fabric just like doing a bullion stitch.

Couching: It is done by taking a very long stitch the whole length of a branch and then couching it down with tiny stitches using the same thread on the return to the base.

Leaf Stitch: Work alternating from the left and right of the tip and always go back down at the vein, but move the stitches down the vein as well as down the edges.

STEP-6 CUTTING, SEWING AND FINISHING OF THE GARMENT

The embroidered fabric are cut, stitched and finished completely according to the design details.

STEP- 7 SHOWCASING THE DEVELOPED PRODUCTS FOR CONSUMERS AND ANALYSING THE ACCEPTANCE LEVEL BY SURVEY METHOD.

Survey method is done by questionnaire was prepared to collect information on the acceptance of the design and development of Brazilian embroidery on Indian women's traditional wear. Questionnaire was divided into two parts as general data and specific data. 100 respondents were selected from in and around the Bengaluru city and approached to respond to the details and collection of data was collected from the targeted people.

3.3 SPECIFICATION OF DESIGN 1, 2, 3, 4, 5, AND 6

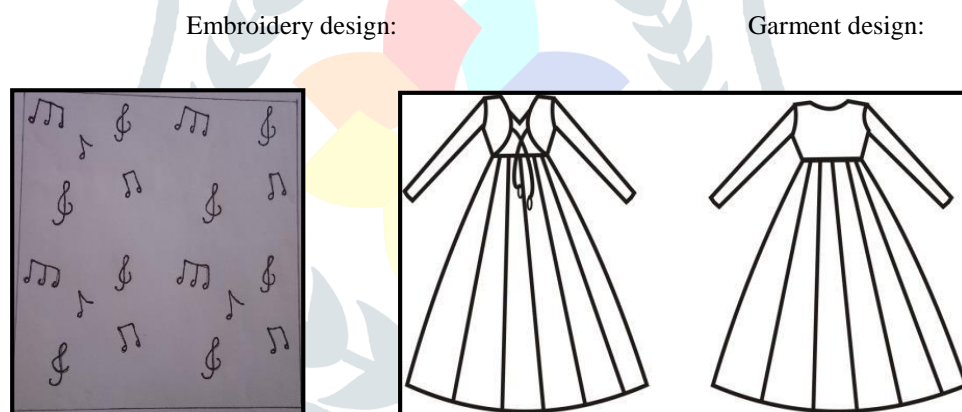
DESIGN - 1

Description of the Garment: It's a knee length three fourth sleeved Women's Anarkali dress embellished with Brazilian embroidery on the over coat of the anarkali dress.

Materials Used:

Georgette fabric Paper canvas Rayon thread

Lining material Sewing thread



Application: Design is applied on the over coat of the anarkali dress.

Adaptation: Using the basic bodice block patterns were adapted by the flat pattern technique as per design details.

Method: according to the design the patterns the fabric is marked and the design of embroidery is traced on the fabric patterns. The embroidery is made and finished with the rayon thread, refer the page no. 23 fig-42, fig-43, fig-44, fig-45 and fig-46 for the embroidery steps.

Sewing and Finishing: The cut components are stitched according to the design of the garment.

DESIGN - 1

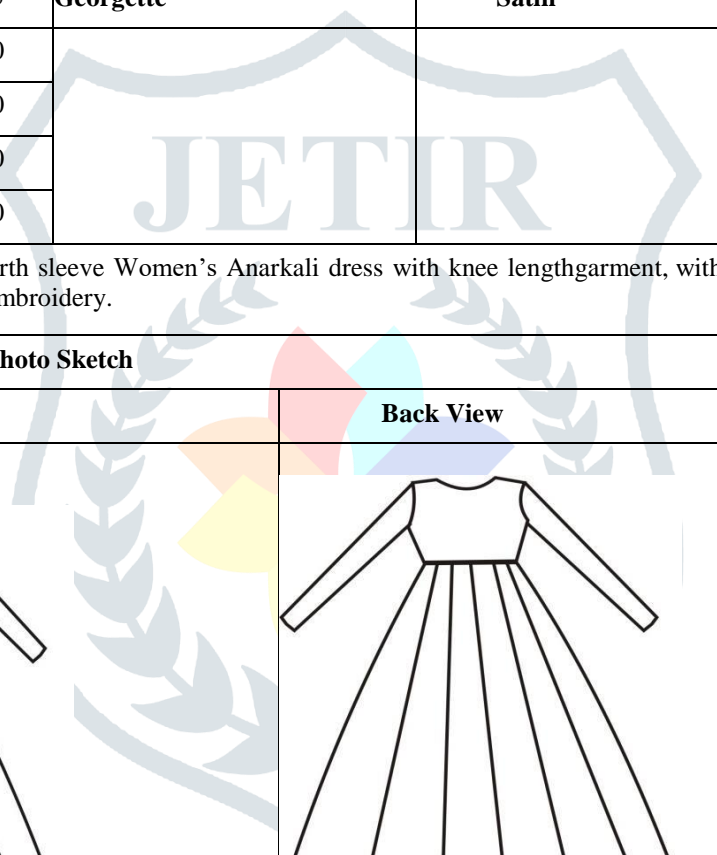
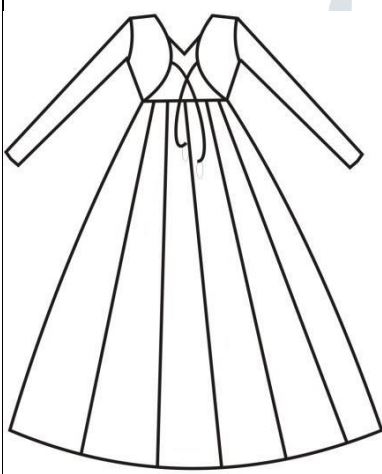
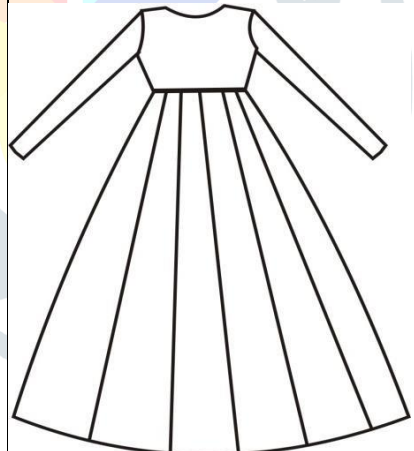
Garment Specification Sheet				
Date	Description	Order #	Style #	Season
25/06/2017	Women's Wear	Embro01	Brazil01	For all seasons
Order Qty.	Delivery Date	Size	Category	Fabric
01	10/07/2017	M	Ethnic Wear	Georgette
Measurements (UOM – Metric)			Fabric Details	
POM	M	Fabric Swatch		
Waist Round	64.05	Georgette		Satin
Yoke Length	16.00			
Hip	89.00			
Full Length	130.0			
Shoulder	12.00			
Description: It's a three fourth sleeve Women's Anarkali dress with knee length garment, with embellishment of Brazilian embroidery.				
Photo Sketch				
Front View		Back View		
				
Trim Details				
Sl. No	Particulars	Quantity		
1.	Tassels	02		

Table - 1

DESIGN - 2

Description of the Garment: It's a sleeveless ankle length Women's Anarkali dress embellished with Brazilian embroidery on the yoke part of the anarkali dress.

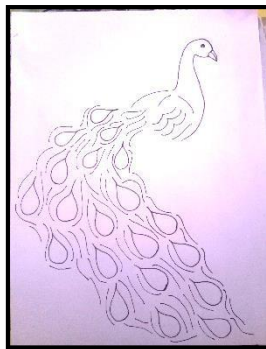
Materials Used:

Silk fabric

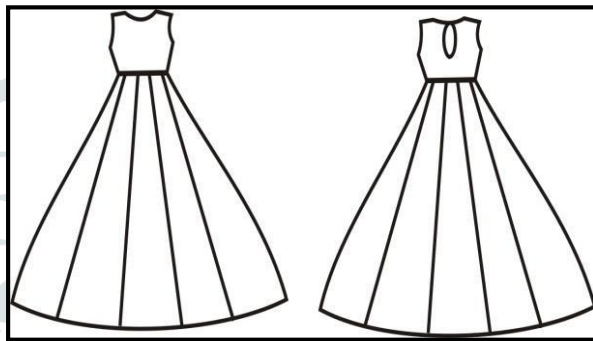
Paper canvas Rayon thread Lining material

Sewing thread

Embroidery design:



Garment design:



Application: Design is applied on the yoke of the anarkali dress.

Adaptation: Using the basic bodice block patterns were adapted by the flat pattern technique design as per design detail.

Method: According to the design the patterns the fabric is marked and the design of embroidery is traced on the fabric patterns. The embroidery is made and finished with the rayon thread, refer the page no. 23 fig-42, fig-43, fig-44, fig-45 and fig-46 for the embroidery steps.

Sewing and Finishing: The cut components are stitched according to the design of the garment.

DESIGN - 2

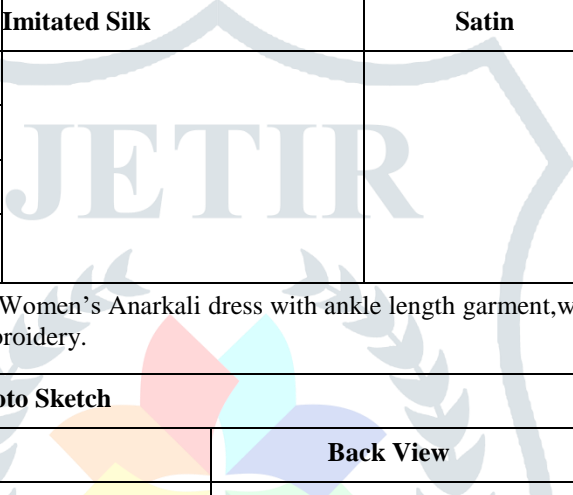


Garment Specification Sheet				
Date	Description	Order #	Style #	Season
25/06/2017	Women's Wear	Embro02	Brazil02	For all seasons
Order Qty.	Delivery Date	Size	Category	Fabric
01	10/07/2017	M	Ethnic Wear	Imitated silk
Measurements (UOM – Metric)			Fabric Details	
POM	M	Fabric Swatch		
Waist Round	64.05	Imitated Silk		Satin
Yoke Length	16.00			
Hip	89.00			
Full Length	130.0			
Shoulder	12.00			
Description: It's an sleeveless Women's Anarkali dress with ankle length garment, with embellishment of Brazilian embroidery.				
Photo Sketch				
Front View		Back View		
				
Trim Details				
Sl. No	Particulars		Quantity	
1.	Tassels		02	

Table - 2

DESIGN - 3

Description of the Garment: It's a three fourth sleeve Women's Anarkali dress with knee length garment, with embellishment of Brazilian embroidery.

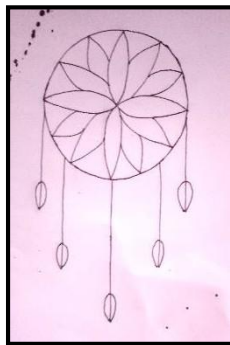
Materials Used:

Georgette fabric

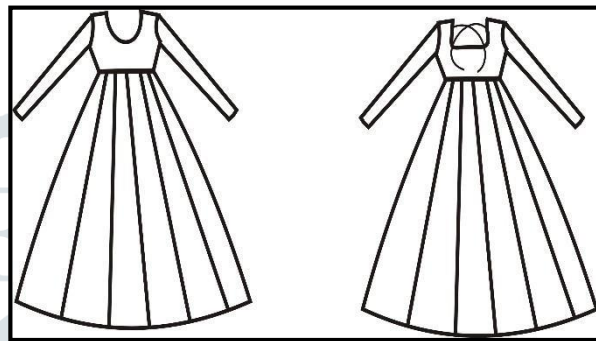
Paper canvas Rayon thread Lining material

Sewing thread

Embroidery design:



Garment design:



Application: Design is applied on the sleeves of the anarkali dress.

Adaptation: Using the basic bodice block patterns were adapted by the flat pattern technique design as per design detail.

Method: According to the design the patterns the fabric is marked and the design of embroidery is traced on the fabric patterns. The embroidery is made and finished with the rayon thread, refer the page no. 23 fig-42, fig-43, fig-44, fig-45 and fig-46 for the embroidery steps.

Sewing and Finishing: The cut components are stitched according to the design of the garment.

DESIGN - 3

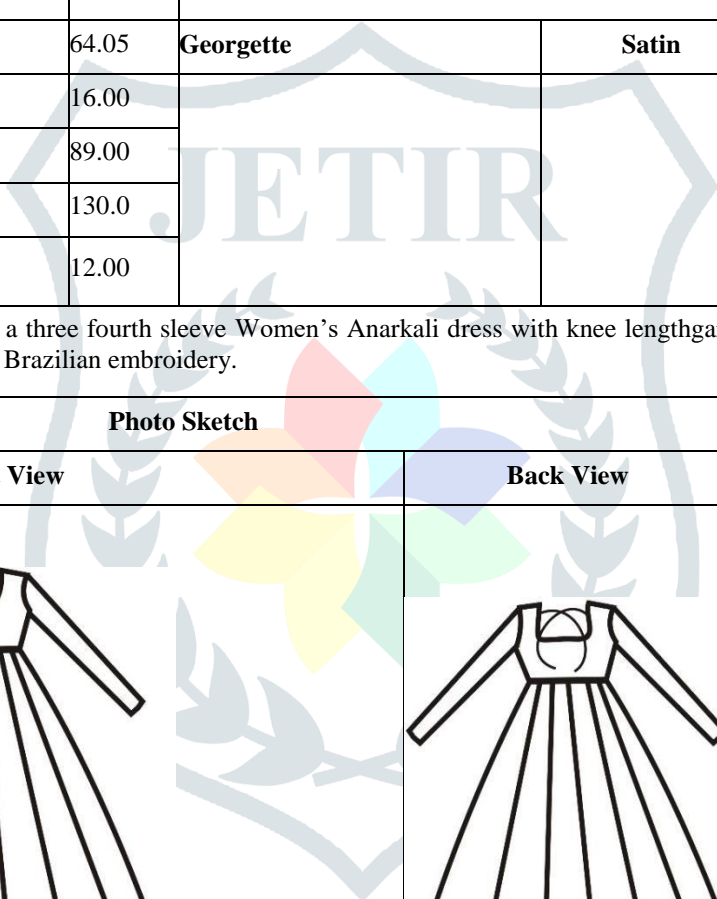
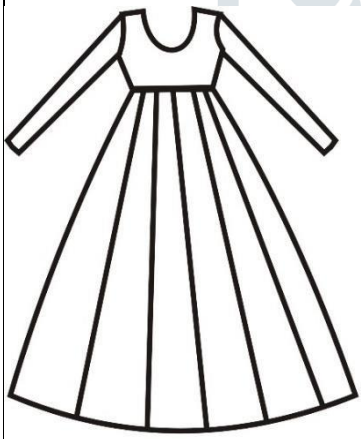
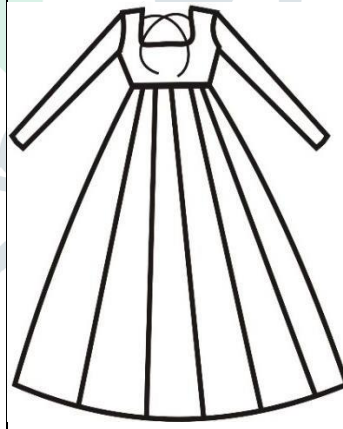
Garment Specification Sheet				
Date	Description	Order #	Style #	Season
25/06/2017	Women's Wear	Embroid03	Brazil03	For all seasons
Order Qty.	Delivery Date	Size	Category	Fabric
01	10/07/2017	M	Ethnic Wear	Georgette
Measurements (UOM – Metric)			Fabric Details	
POM	M	Fabric Swatch		
Waist Round	64.05	Georgette		Satin
Yoke Length	16.00			
Hip	89.00			
Full Length	130.0			
Shoulder	12.00			
Description: It's a three fourth sleeve Women's Anarkali dress with knee length garment, with embellishment of Brazilian embroidery.				
Photo Sketch				
Front View		Back View		
				
Trim Details				
Sl. No	Particulars	Quantity		
1.	Tassels	02		

Table - 3

DESIGN - 4

Description of the Garment: It's an ankle length sleeveless Women's Anarkali dress embellished with Brazilian embroidery on the front part of the anarkali dress.

Materials Used:

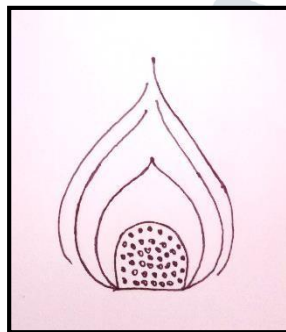
Imitated Silk fabric
Paper canvas

Rayon thread

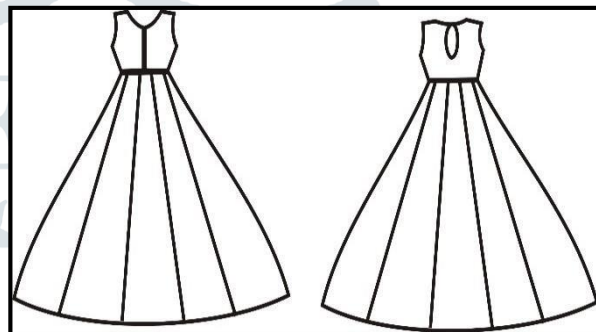
Lining material

Sewing thread

Embroidery design:



Garment design:



Application: Design is applied on the front part of the anarkali dress.

Adaptation: Using the basic bodice block patterns were adapted by the flat pattern technique design as per design detail.

Method: According to the design the patterns the fabric is marked and the design of embroidery is traced on the fabric patterns. The embroidery is made and finished with the rayon thread, refer the page no. 23 fig-42, fig-43, fig-44, fig-45 and fig-46 for the embroidery steps.

Sewing and Finishing: The cut components are stitched according to the design of the garment.

DESIGN – 4

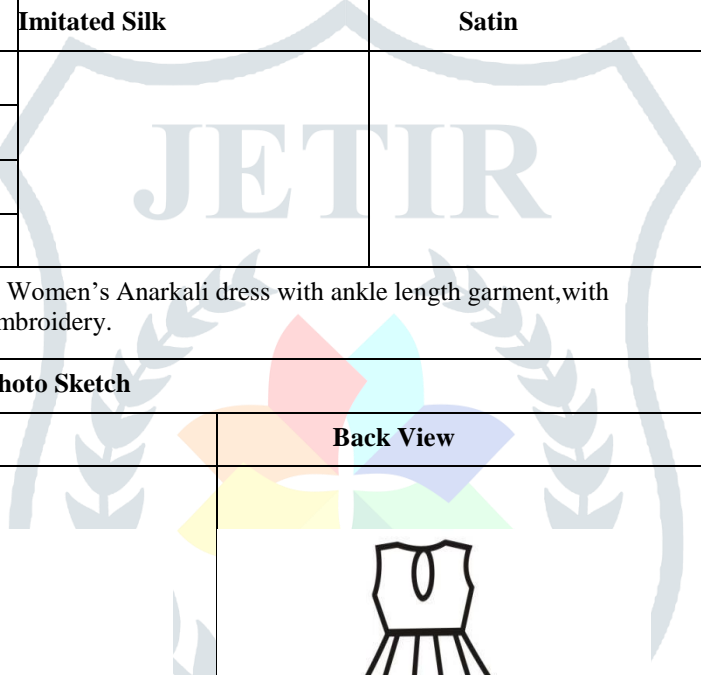


Garment Specification Sheet				
Date	Description	Order #	Style #	Season
25/06/2017	Women's Wear	Embro04	Brazil05	For all seasons
Order Qty.	Delivery Date	Size	Category	Fabric
01	10/07/2017	M	Ethnic Wear	Imitated silk
Measurements (UOM – Metric)			Fabric Details	
POM	M	Fabric Swatch		
Waist Round	64.05	Imitated Silk	Satin	
Yoke Length	16.00			
Hip	89.00			
Full Length	130.0			
Shoulder	12.00			
Description: It's a sleeveless Women's Anarkali dress with ankle length garment, with embellishment of Brazilian embroidery.				
Photo Sketch				
Front View		Back View		
				
Trim Details				
Sl. No	Particulars	Quantity		
1.	Button	06		

Table - 4

DESIGN - 5

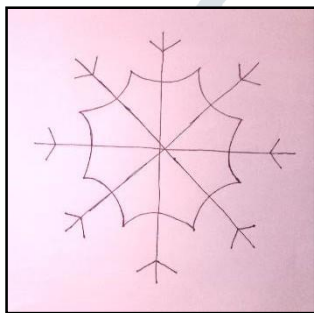
Description of the Garment: It's a sleeveless Women's Anarkali dress with kneelength garment, with embellishment of Brazilian embroidery.

Materials Used:

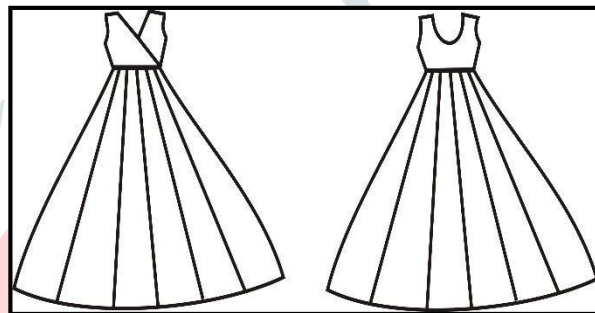
Georgette fabric Paper canvas Rayon thread

Lining material Sewing thread

Embroidery design:



Garment design:



Application: Design is applied on the border of the anarkali dress.

Adaptation: Using the basic bodice block patterns were adapted by the flat patterntechnique design as per design detail.

Method: According to the design the patterns the fabric is marked and the design of embroidery is traced on the fabric patterns. The embroidery is made and finished with the rayon thread, refer the page no. 23 fig-42, fig-43, fig-44, fig-45 and fig-46 for the embroidery steps.

Sewing and Finishing: The cut components are stitched according to the design of the garment.

DESIGN - 5

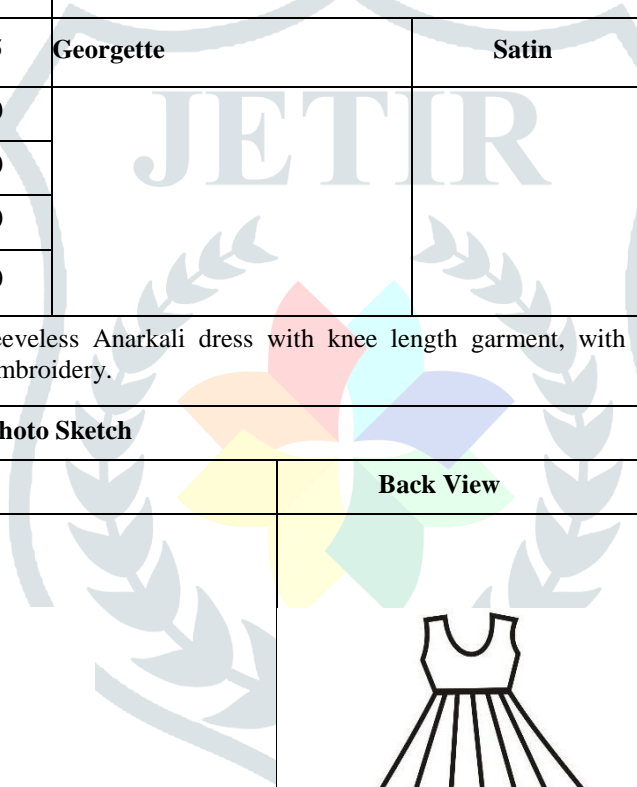


Garment Specification Sheet				
Date	Description	Order #	Style #	Season
25/06/2017	Women's Wear	Embro05	Brazil05	For all seasons
Order Qty.	Delivery Date	Size	Category	Fabric
01	10/07/2017	M	Ethnic Wear	Georgette
Measurements (UOM – Metric)			Fabric Details	
POM	M	Fabric Swatch		
Waist Round	64.05	Georgette		Satin
Yoke Length	16.00			
Hip	89.00			
Full Length	130.0			
Shoulder	12.00			
Description: It's a sleeveless Anarkali dress with knee length garment, with embellishment of Brazilian embroidery.				
Photo Sketch				
Front View		Back View		
				
Trim Details				
Sl. No	Particulars	Quantity		
1.	Tassels	02		

Table - 5

DESIGN - 6

Description of the Garment: It's an ankle length sleeveless Women's Anarkalidress embellished with Brazilian embroidery on the front neck for the dress.

Materials Used:

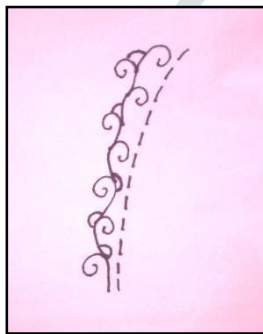
Imitated Silk fabric
Paper canvas

Rayon thread

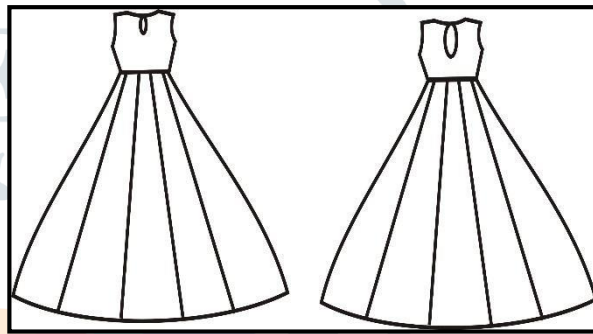
Lining material

Sewing thread

Embroidery design:



Garment design:



Application: Design is applied on the front neck of the anarkali dress.

Adaptation: Using the basic bodice block patterns were adapted by the flat pattern technique design as per design detail.

Method: According to the design the patterns the fabric is marked and the design of embroidery is traced on the fabric patterns. The embroidery is made and finished with the rayon thread refer the page no. 23 fig-42, fig-43, fig-44, fig-45 and fig-46 for the embroidery steps.

Sewing and Finishing: The cut components are stitched according to the design of the garment.

DESIGN - 6

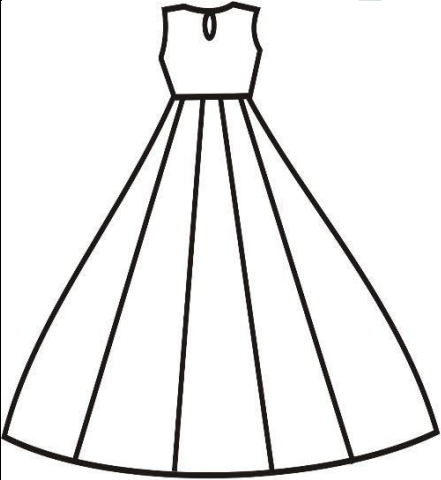

Garment Specification Sheet				
Date	Description	Order #	Style #	Season
25/06/2017	Women's Wear	Embro06	Brazil06	For all seasons
Order Qty.	Delivery Date	Size	Category	Fabric
01	10/07/2017	M	Ethnic Wear	Imitated silk
Measurements (UOM – Metric)			Fabric Details	
POM	M	Fabric Swatch		
Waist Round	64.05	Imitated Silk		Satin
Yoke Length	16.00			
Hip	89.00			
Full Length	130.0			
Shoulder	12.00			
Description: It's a sleeveless Women's Anarkali dress with ankle length garment, with embellishment of Brazilian embroidery.				
Photo Sketch				
Front View		Back View		
				
Trim Details				
Sl. No	Particulars	Qty.		
1.	Tassels	04		

Table - 6

4. RESULTS AND DISCUSSIONS

4.1. Product Development Aesthetic and Functionality

Design - 1 Description:

It's a three fourth sleeve anarkali dress for ethnic wear inspired by the musical notes. Music notes are the small symbols of a music and a style of designs. It has different symbols in a different colors combination of red, yellow, blue, pink and green for the white material hence to enhance the design and colors used. The georgette fabric gives more flare to the dress which makes more attractive and the beauty for the ethnic wear dresses. The theme of a peacock is famous for its dancing which is interrelated to music. The multi-color will enhance the design. The embroidery stitches are been equally divided for all the musical notes. It is applied in the over-coat of the anarkali dress front part as been embroidered. Multi-color makes attractive and highlight the dress in its combination of white that makes more interest towards the product.

Design - 1



Front view Figure-48



Embroidery close view
Figure-49



Back view Figure-50

DESIGN – 1

COST SHEET				
Product	Women's Anarkali dress	Order No	Embro01	
Style #	Brazil01	Color	White	
Size	Medium	Fabric	Georgette	
1. Fabric				
Sl. No.	Particulars	Price/Meter(Rs)	Quantity Consumed(m)	Amount(Rupees)
1.	Georgette Fabric	65/-	5mtr	325.00
2.	Lace net	75/-	1mtr	75.00
2.	Lining Fabric	60/-	3mtr	180.00
3.	Canvas	20/-	1mtr	20.00
2. CMT Charges				
1.	Brazilian embroidery Work			350.00
2.	Cutting			100.00
3.	Stitching			650.00
3. Trims				
Sl. No.	Particulars	Price/1piece(Rs)	Quantity Consumed	Amount(Rupees)
1.	Embroidery Thread	25/-	2 spools	50.00
2.	Tassels	5/-	2	10.00
Sub total				1760.00
Profit Margin (10 %)				176.00
Total Price of the Garment				1936/-

Table –7

Design - 2 Description:

It's is an anarkali dress for ethnic wear inspired by the peacock. It is stylized in the design. It has different color combination of blue and green tints and shades, pink, yellow, red and black for the white material hence to enhance the design and colors used. The imitated silk fabric as been used which gives stiff-ness to the garment along with the flare ness of the dress which makes more attractive and adds the beauty for theethnic wear dresses. The theme of a peacock is famous for its beauty. The tints and shades of the blue and green which is equal to the original color. Which will enhance the design on the imitated silk fabric which as more shine. The embroidery stitches of Brazilian embroidery have been retained throughout the design. It is applied in the frontbodice part of the anarkali dress. The color makes attractive and highlight the dress in its combination of white that makes more interest towards the product.



DESIGN – 2



Front view Figure- 51



Embroidery close view
Figure- 52



Back view Figure- 53

DESIGN – 2

COST SHEET				
Product	Women's Anarkali dress	Order No	Embro02	
Style #	Brazil02	Colour	White	
Size	Medium	Fabric	Imitated Silk	
1. Fabric				
Sl. No.	Particulars	Price/Metre(Rs)	Quantity Consumed(m)	Amount(Rupees)
1.	Imitated Silk Fabric	55/-	5mtr	275.00
2.	Lining Fabric	60/-	3mtr	180.00
3.	Canvas	20/-	1mtr	20.00
2. CMT Charges				
1.	Brazilian embroidery Work			450.00
2.	Cutting			100.00
3.	Stitching			550.00
3. Trims				
Sl. No.	Particulars	Price/1piece(Rs)	Quantity Consumed	Amount(Rupees)
1.	Embroidery Thread	25/-	2 spools	50.00
2.	Tassels	5/-	2	10.00
Sub total				1635.00
Profit Margin (10 %)				163.5
Total Price of the Garment				1798.5/1799

Table – 8
DESIGN – 3

Description:

It's is a three fourth sleeve anarkali dress for ethnic wear inspired by the dream catcher. It has circular symbols with a hangings with a color combination of cream and peacockgreen for the georgette fabric which gives a transparency hence to enhance the design and color used. The georgette fabric gives more flare ness to the dress which makes more attractive and the beauty for the ethnic wear dresses. The color will enhance the design. The embroidery stitches are been equally divided for all the design. It is applied in the sleeve of the anarkali dress been embroidered. Color makes attractive and highlight the dress in its combination for the green that makes more interest towards the product.

DESIGN – 3



Front viewFigure- 54



Embroidery close view
Figure- 55



Back viewFigure- 56

DESIGN – 3

COST SHEET				
Product	Women's Anarkali dress	Order No	Embro03	
Style #	Brazil03	Color	Peacock Blue	
Size	Medium	Fabric	Georgette	
1. Fabric				
Sl. No.	Particulars	Price/Meter(Rs)	Quantity Consumed(m)	Amount(Rupees)
1.	Georgette Fabric	65/-	6mtr	390.00
2.	Lining Fabric	60/-	3mtr	180.00
3.	Canvas	20/-	1mtr	20.00
2. CMT Charges				
1.	Brazilian embroidery Work			100.00
1.	Cutting			100.00
2.	Stitching			450.00
3. Trims				
Sl. No.	Particulars	Price/1piece(Rs)	Quantity Consumed	Amount(Rupees)
1.	Embroidery Thread	25/-	2 spools	50.00
2.	Tassels	5/-	2	10.00
Sub total				1300.00
Profit Margin (10 %)				130.0
Total Price of the Garment				1430/-

Table - 9

DESIGN – 4

Description:

It's a sleeveless anarkali dress for ethnic wear inspired by the droplets. It is stylized in the design. It has grey color combination of pink material hence to enhance the design and colors used. The imitated silk fabric has been used which gives stiff-ness to the garment along with the flare ness of the dress which makes more attractive and adds the beauty for the ethnic wear dresses. The droplets of a feather of the peacock is the concept in the embroidery. Embroidery will enhance the design on the imitated silk fabric which as more shine. The embroidery stitches of Brazilian embroidery has been retained throughout the design. It is applied in the front bodice part of the anarkali dress. The color makes attractive and highlight the dress in its combination of pink that makes more interest towards the product.



DESIGN – 4



Front viewFigure- 57



Embroidery close view
Figure- 58



Back viewFigure- 59

DESIGN – 4

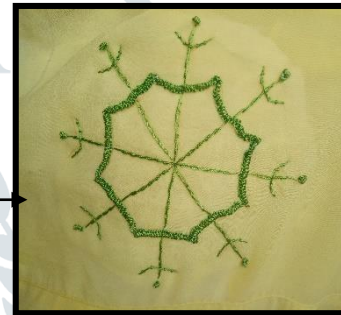
COST SHEET				
Product	Women's dress	Anarkali	Order No	Embro04
Style #	Brazil04		Colour	Pink
Size	Medium		Fabric	Imitated Silk
1. Fabric				
Sl. No.	Particulars	Price/Meter(Rs)	Quantity Consumed(m)	Amount (Rupees)
1.	Imitated Silk Fabric	55/-	6mtr	330.00
2.	Lining Fabric	60/-	3mtr	180.00
3.	Canvas	20/-	1mtr	20.00
2. CMT Charges				
1.	Brazilian embroidery Work			450.00
2.	Cutting			100.00
3.	Stitching			550.00
3. Trims				
Sl. No.	Particulars	Price/1piece(Rs)	Quantity Consumed	Amount(Rupees)
1.	Embroidery Thread	25/-	2 spools	50.00
2.	Tassels	5/-	2	10.00
Sub total				1690.00
Profit Margin (10 %)				169
Total Price of the Garment				1859/-

Table - 10

DESIGN – 5

Description:

It's a three sleeveless anarkali dress for ethnic wear inspired by the snow flakes. It has circular symbol, with a color combination of light green and yellow for the georgette fabric which gives a transparency hence to enhance the design and color used. The georgette fabric gives more flare ness to the dress which makes more attractive and the beauty for the ethnic wear dresses. The color will enhance the design. The embroidery stitches are been equally divided for all the design in the motif. It is applied in the border of the anarkali dress been embroidered. Color makes attractive and highlight the dress in its combination for the yellow that makes more interest towards the product.

DESIGN – 5

Embroidery close view
Figure- 61



Front view Figure- 60

Back viewFigure- 62



DESIGN – 5

COST SHEET				
Product	Women's Anarkali dress	Order No	Embro05	
Style #	Brazil05	Color	Yellow	
Size	Medium	Fabric	Georgette	
1. Fabric				
Sl. No.	Particulars	Price/Meter(Rs)	Quantity Consumed(m)	Amount (Rupees)
1.	Georgette Fabric	65/-	5mtr	325.00
2.	Lace net	75/-	1mtr	75.00
3.	Lining Fabric	60/-	3mtr	180.00
4.	Canvas	20/-	1mtr	20.00
2. CMT Charges				
1.	Brazilian embroidery Work			450.00
2.	Cutting			100.00
3.	Stitching			550.00
3. Trims				
Sl. No.	Particulars	Price/1piece(Rs)	Qty. Consumed	Amount(Rs)
1.	Embroidery Thread	25/-	2 spools	50.00
2.	Tassels	5/-	2	10.00
Sub total				1760.00
Profit Margin (10 %)				176.00
Total Price of the Garment				1936/-

Table - 11

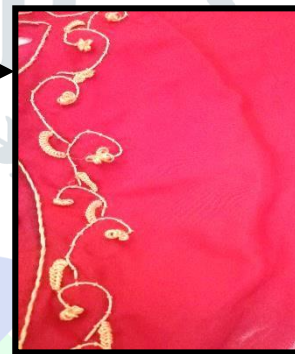
DESIGN – 6

Description:

It's a sleeveless anarkali dress for ethnic wear inspired by the strings of the feather. It is stylized in the design. It has golden cream color combination of red material hence to enhance the design and colors used. The imitated silk fabric has been used which gives stiff-ness to the garment along with the flare ness of the dress which makes more attractive and adds the beauty for the ethnic wear dresses. The strings of a feather of the peacock is the concept of the embroidery. Embroidery will enhance the design on the imitated silk fabric which as more Shine. The embroidery stitches of Brazilian embroidery has been retained throughout the design. It is applied in the front bodice neck part of the anarkali dress. The color makes attractive and highlight the dress in its combination of red that makes more interest towards the product.

DESIGN – 6

Front view Figure- 63



Embroidery close view
Figure- 64



Back viewFigure- 65



DESIGN – 6

COST SHEET				
Product	Women's Anarkali dress	Order No	Embro06	
Style #	Brazil06	Color	Red	
Size	Medium	Fabric	Imitated Silk	
1. Fabric				
Sl. No.	Particulars	Price/Meter(Rs)	Quantity Consumed(m)	Amount (Rupee)
1.	Imitated Silk Fabric	55/-	6mtr	330.00
2.	Lining Fabric	60/-	3mtr	180.00
3.	Canvas	20/-	1mtr	20.00
2. CMT Charges				
1.	Brazilian embroidery Work			450.00
2.	Cutting			100.00
3.	Stitching			550.00
3. Trims				
Sl. No.	Particulars	Price/1piece(Rs)	Quantity Consumed	Amount(Rupee)
1.	Embroidery Thread	25/-	2 spools	50.00
2.	Tassels	5/-	2	10.00
Sub total				1690.00
Profit Margin (10 %)				169
Total Price of the Garment				1859/-

Table - 12

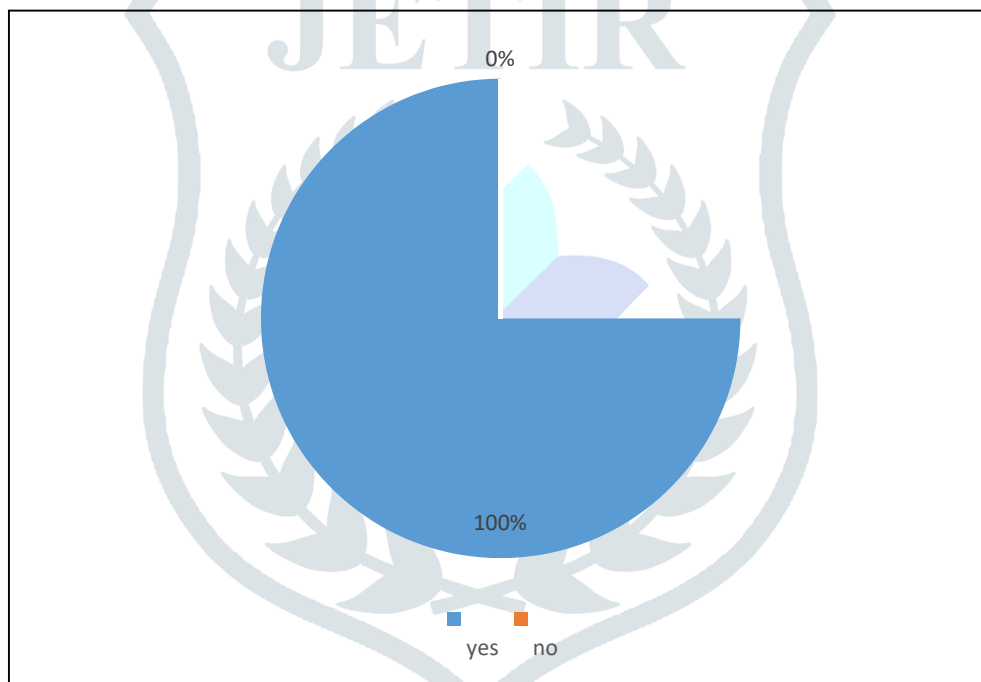
5. FEEDBACK ON PRODUCT EVALUATION AND ACCEPTANCE FROM SURVEY THROUGH QUESTIONNAIRE RESPONSE OBTAINED FOR THE DESIGNED PRODUCTS

The newly developed designs were assessed by the respondents on the following parameters between the age group of 20 to 30 years.

Note: The graph values were converted for 100% (for 100 respondents)

1. Respondents prefer surface embellishment in Ethnic Wear

Sl.No.	Response	Number of respondents
1.	Yes	100
2.	No	-



Graph-1 Respondents prefer surface embellishment in Ethnic Wear

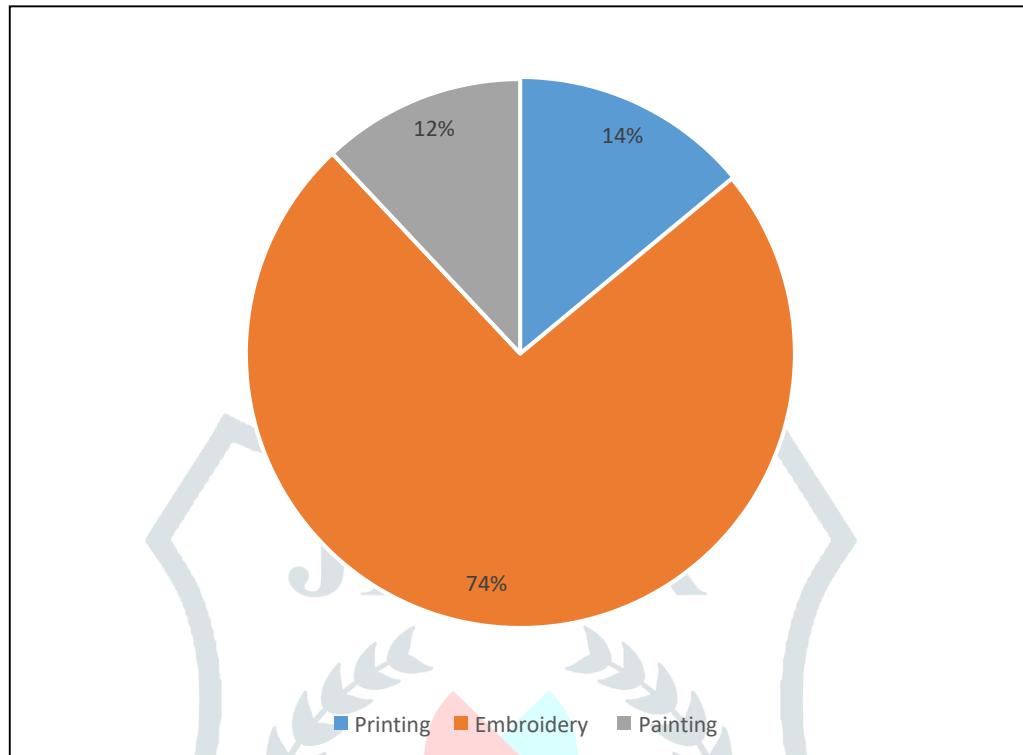
Discussion:

The graph indicates 100% of respondents prefer surface embellishment in Ethnic Wear.

2. Type of surface embellished garments were preferred

Sl.No.	Response	Number of respondents
1.	Printing	14
2.	Embroidery	74

3.	Painting	12
----	----------	----



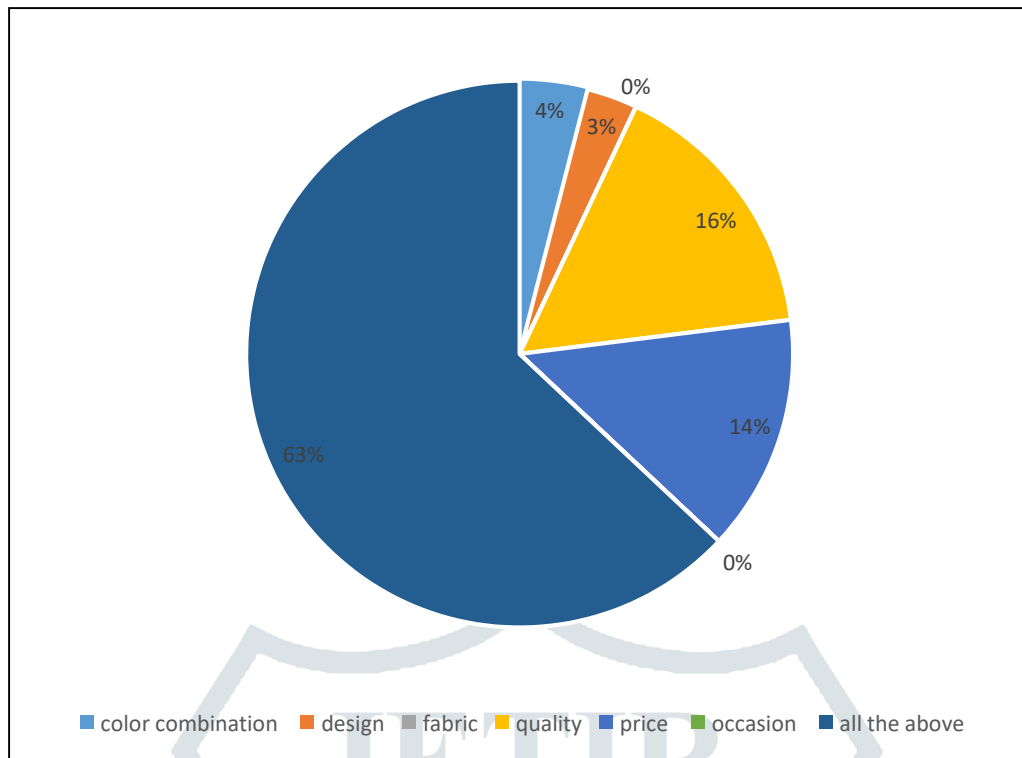
Graph-2. Type of surface embellished garments were preferred

Discussion:

From the above pie chart it is found that the 14% of respondents prefer painted garments, 12% of them prefer painting garments, and 74% of them prefer embroidery in their garments.

3. Criteria's for purchasing the ethnic wear dresses

Sl.No	Response	Number of respondents
1.	Colour combination	4
2.	Design	3
3.	Fabric	-
4.	Quality	16
5.	Price	14
6.	Occasion	-
7.	All the above	63



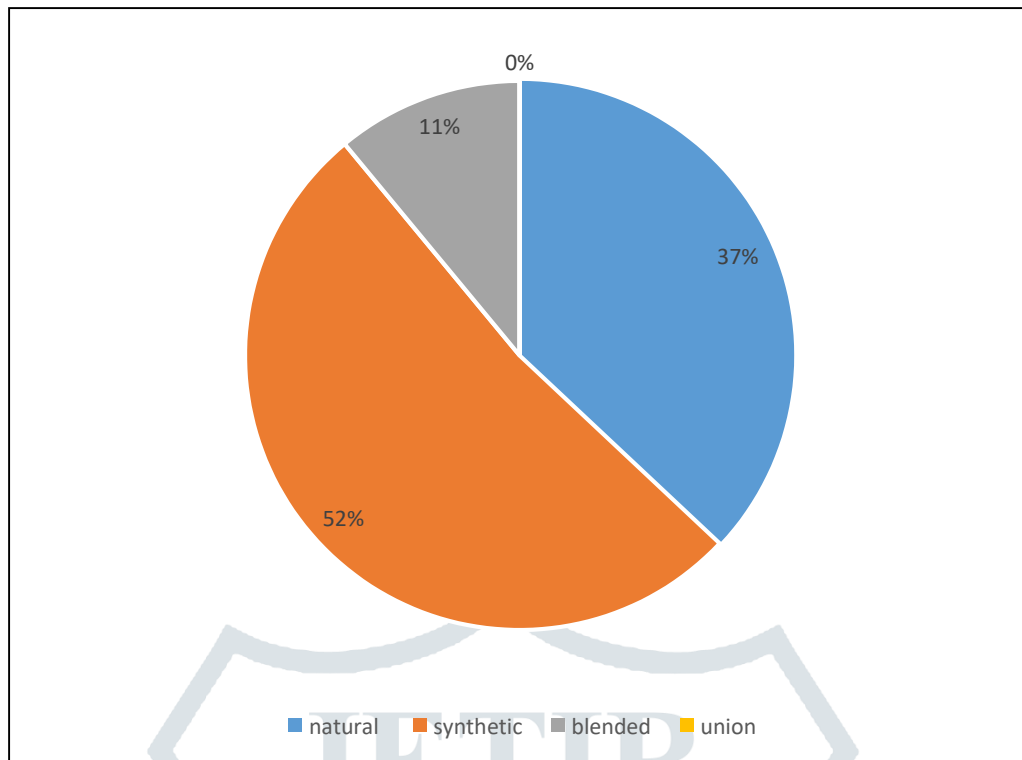
Graph-3 Criteria's for purchasing the ethnic wear dresses

Discussion:

From the pie chart indicates the criteria's while purchasing ethnic wear dresses were 4% for colour combination, 3% design, 16% quality, 14% price and 63% of respondents preferred all the criteria's, and they did not see the criteria in fabric and occasion.

4. Fabrics preferred for ethnic wear dresses

Sl.No.	Response	Number of respondents
1.	Natural Fabric	37
2.	Synthetic Fabric	52
3.	Union Fabric	-
4.	Blended Fabric	11



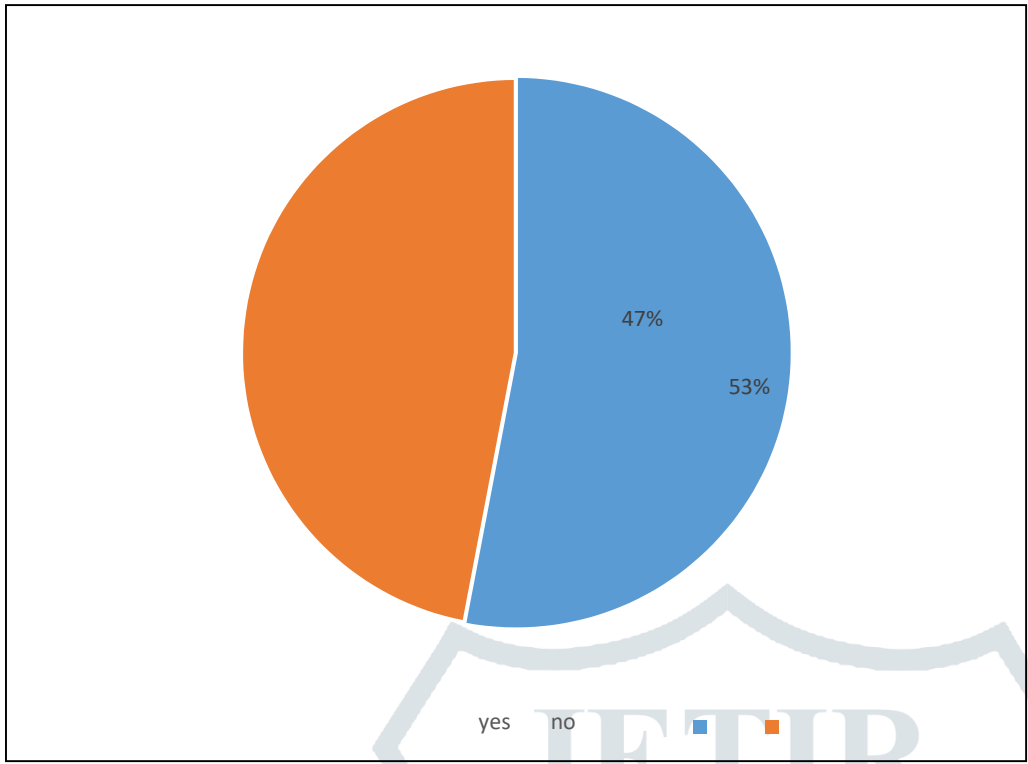
Graph-4 Fabrics preferred for ethnic wear dresses

Discussion:

The above pie chart indicates 37% of respondents preferred natural fabric for ethnic wear dresses, 52% synthetic fabrics, 11% preferred blended fabrics and they did not prefer union fabric.

5. Awareness of Traditional embroideries

Sl.No.	Response	Number of respondents
1.	Yes	53
2.	No	47



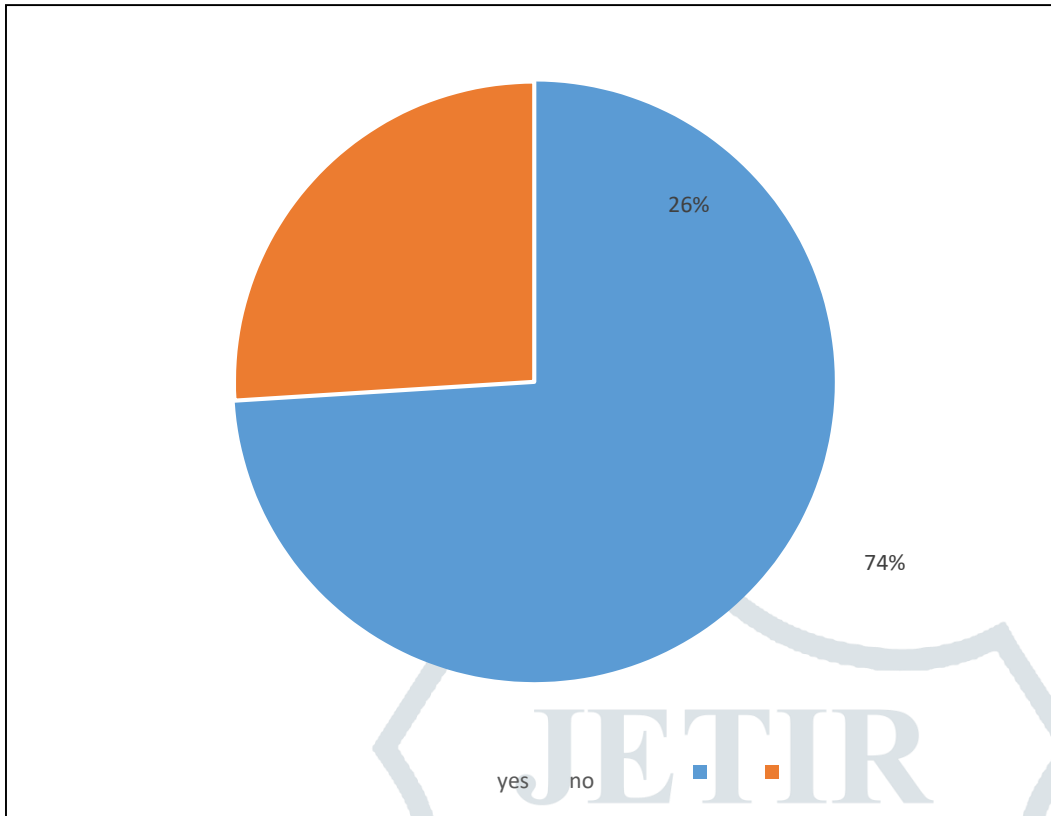
Graph-5 Awareness of traditional embroideries

Discussion:

The awareness of traditional embroidery were 53% of respondents know about traditional embroideries and 47% aren't aware of traditional embroideries.

6. Awareness of Hand embroidery stitches

Sl.No.	Response	Number of respondents
1.	Yes	74
2.	No	26



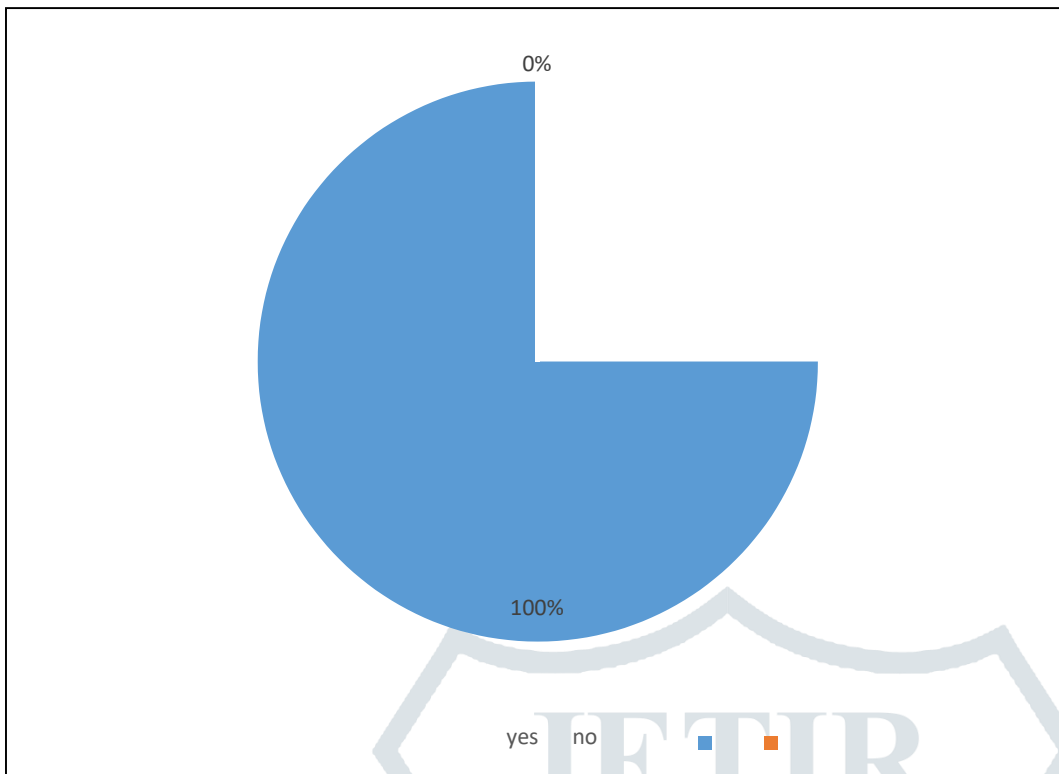
Graph-6 Awareness of Hand embroidery stitches

Discussion:

The awareness of hand embroidery stitches were 74% of respondents know about hand embroidery stitches and 26% aren't aware of hand embroidery stitches.

7. Opinion on increase of aesthetic value by embroidery for the ethnic wear dresses

Sl.No.	Response	Number of respondents
1.	Yes	100
2.	No	-



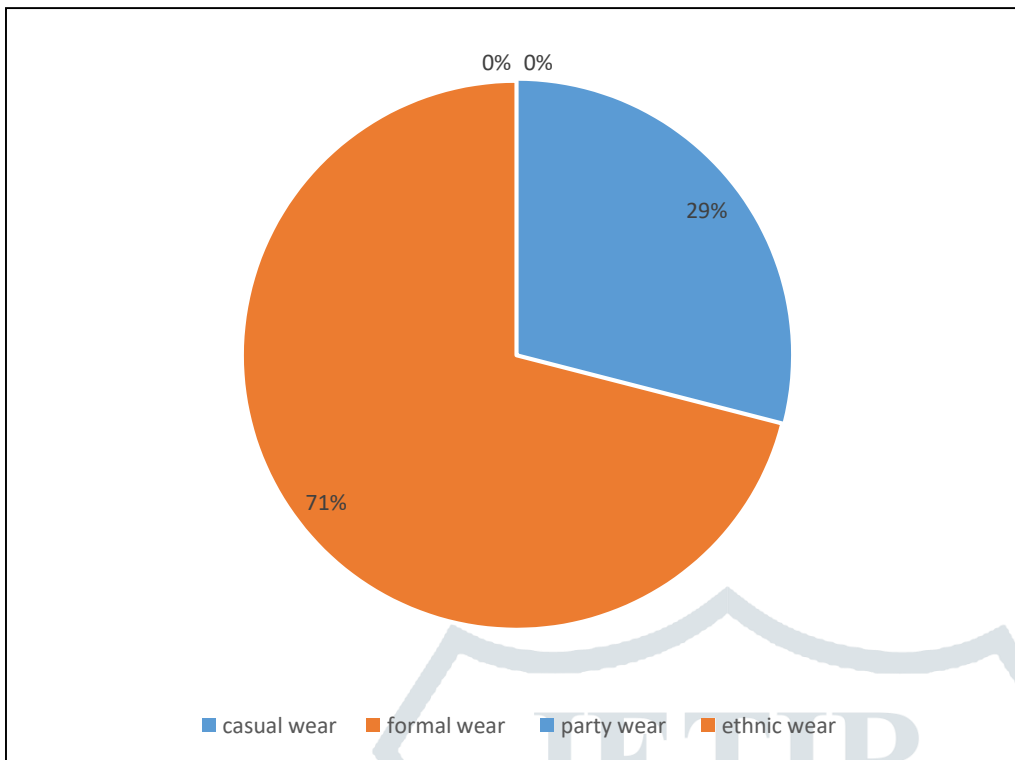
Graph-7 Opinion on increase of aesthetic value by embroidery for the ethnic wear dresses

Discussion:

The graph indicates 100% of respondents opinion was embroidery will increase the aesthetic value for the ethnic wear dresses.

8. Preferences of embroidery dresses

Sl.No.	Response	Number of respondents
1.	Casual wear	-
2.	Formal wear	-
3.	Party	29
4.	Ethnic wear	71



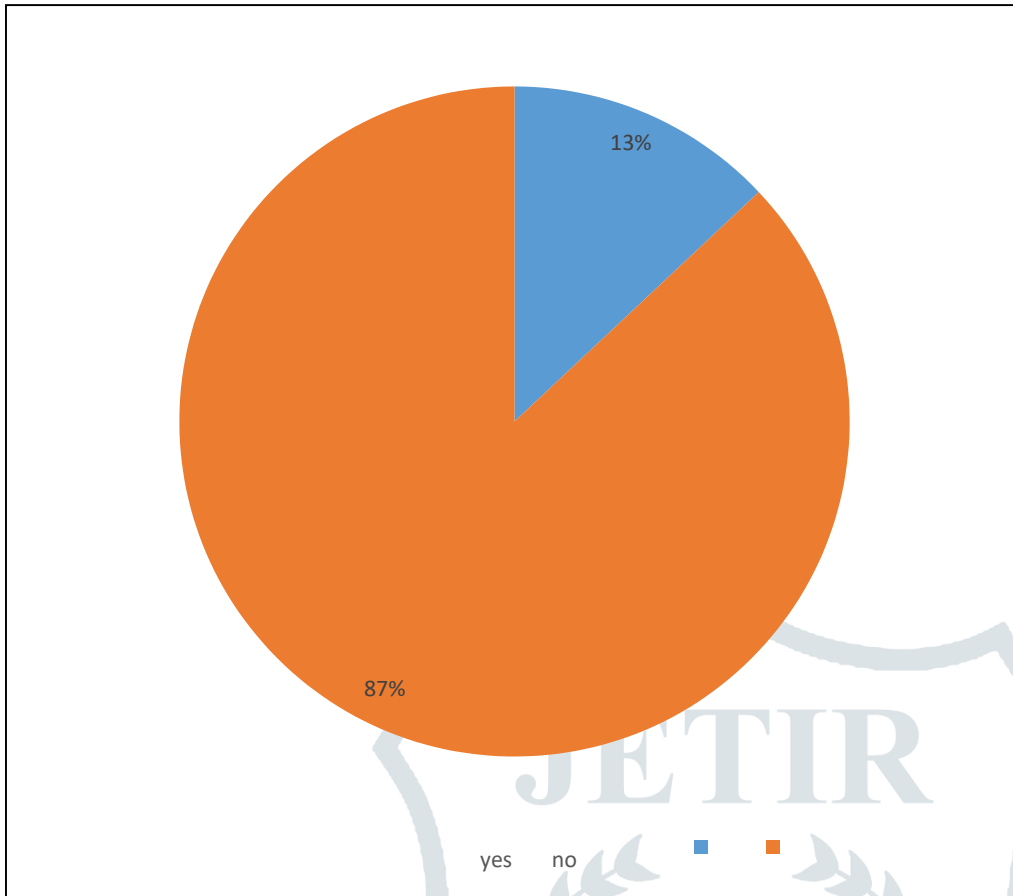
Graph-8 Preferences of embroidery dresses

Discussion:

The above pie chart indicates that Preferences using embroidery dresses is 29% for party wear, 71% for ethnic wear and there are no response for formal wear and casual wear dresses.

9. Awareness of Brazilian embroidery

Sl.No.	Response	Number of respondents
1.	Yes	13
2.	No	87



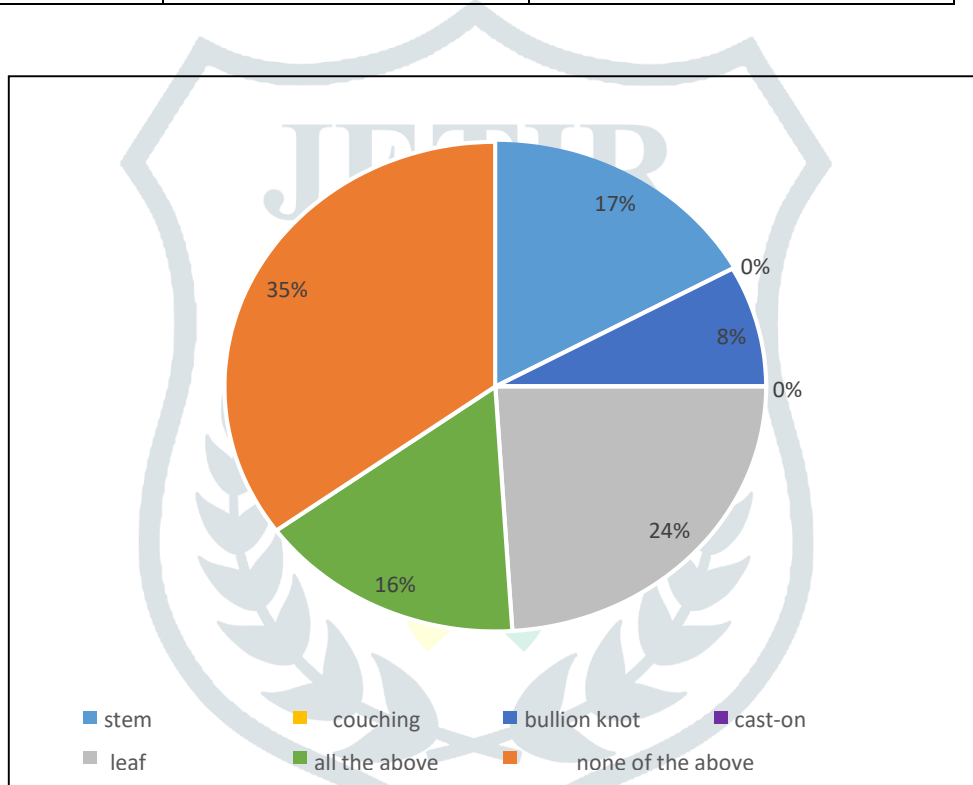
Graph-9 Awareness of Brazilian embroidery

Discussion:

The above pie chart indicates that awareness of Brazilian embroidery are 13% and the 87% are not aware of Brazilian embroidery.

10. Awareness of Brazilian embroidery stitches

Sl.No.	Response	Number of respondents
1.	Stem	17
2.	Couching	0
3.	Bullion Knot	8
4.	Cast-On	-
5.	Leaf	24
6.	All the above	16
7.	None of the above	35



Graph-10 Awareness of Brazilian embroidery stitches

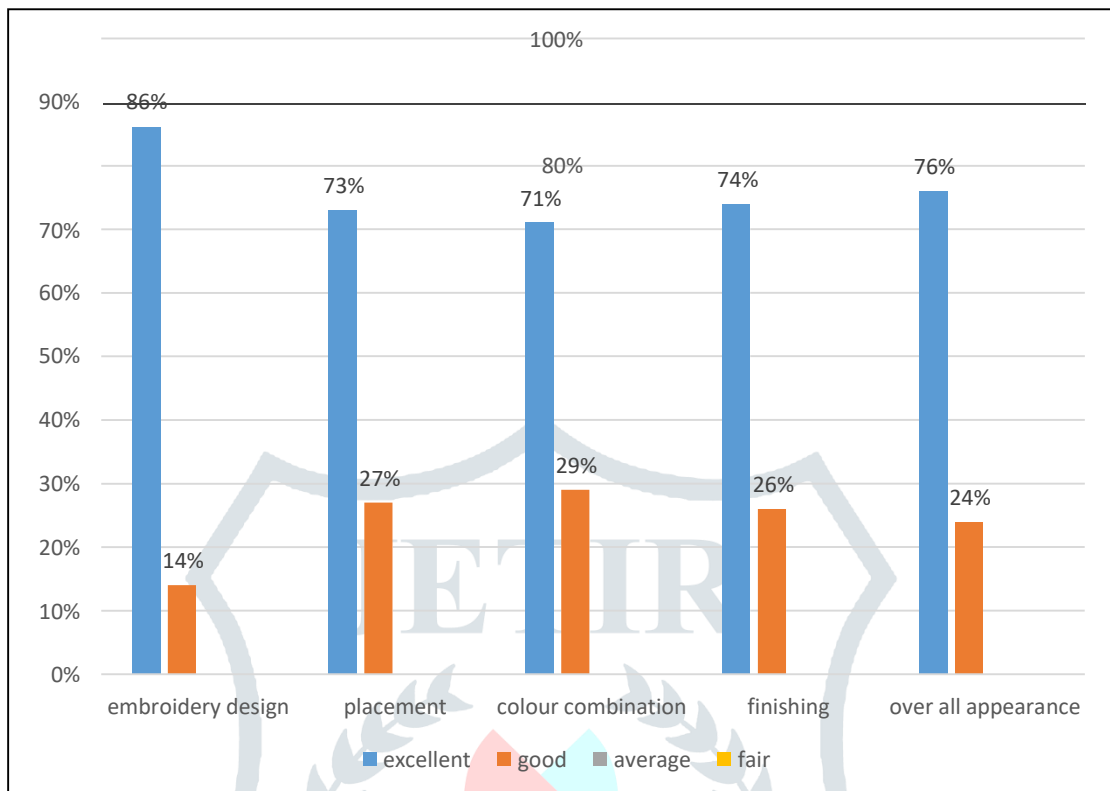
Discussion:

The above pie chart indicates that awareness of Brazilian embroidery stitches such as 17% know stem stitch, 8% of them bullion knot, 24% of leaf stitch, 16% of them are aware of all the stitches and the 35% are not aware of any of the Brazilian stitches.

DESIGN - 1

Particulars	Excellent	Good	Average	Fair
Embroiderydesign	86	14	-	-
Placement	73	27	-	-
Color combination	71	29	-	-
Finishing	74	26	-	-

Over all Appearance	76	24	-	-
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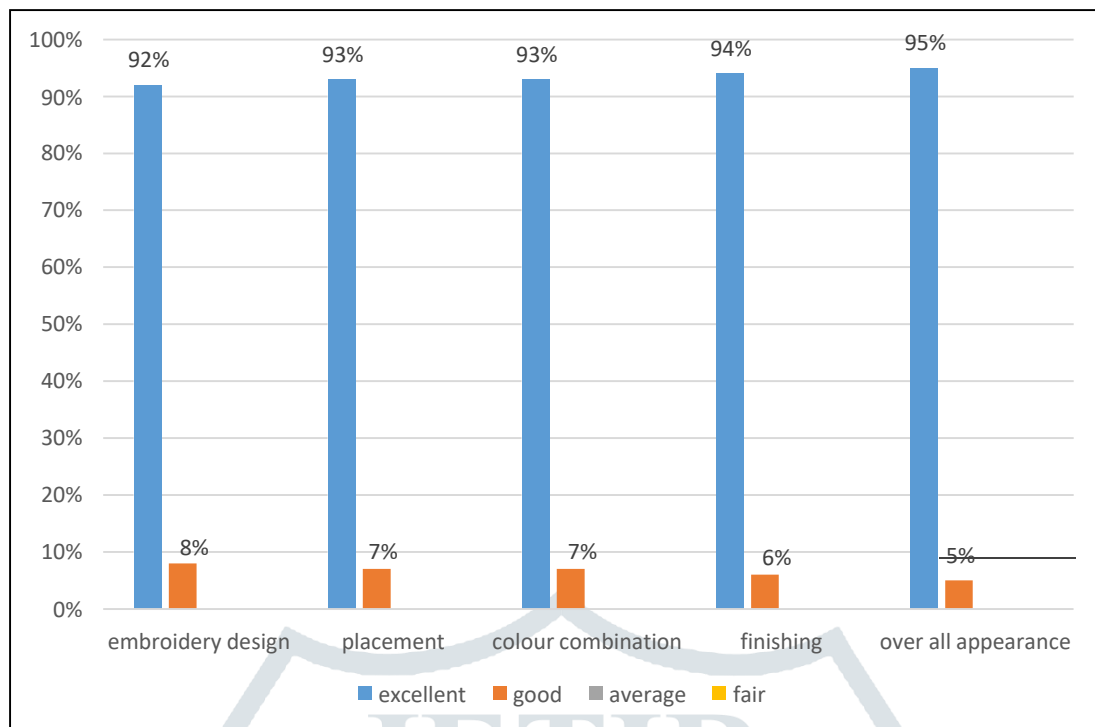
Graph-11 Design - 1

Discussion:

- From the above chart is of design - 1 that respondents appreciated for Brazilian embroidery design for ethnic wear dresses was 86% excellent and 14% good.
- For the placement of Brazilian embroidery in ethnic wear 73% gave rating excellent and 24% good.
- For the colour combination of Brazilian embroidery for the ethnic wear is 71% gave excellent and 29% good.
- For the finishing of ethnic wear 74% respondents rated excellent and 26% good
- For the overall appearance of Brazilian embroidery for ethnic wear 76% of the respondents said excellent and 24% good.
- For the design - 1 response were excellent for Brazilian embroidery design.

DESIGN - 2

Particulars	Excellent	Good	Average	Fair
Embroidery design	92	8	-	-
Placement	93	7	-	-
Color combination	93	7	-	-
Finishing	94	6	-	-
Over all Appearance	95	5	-	-



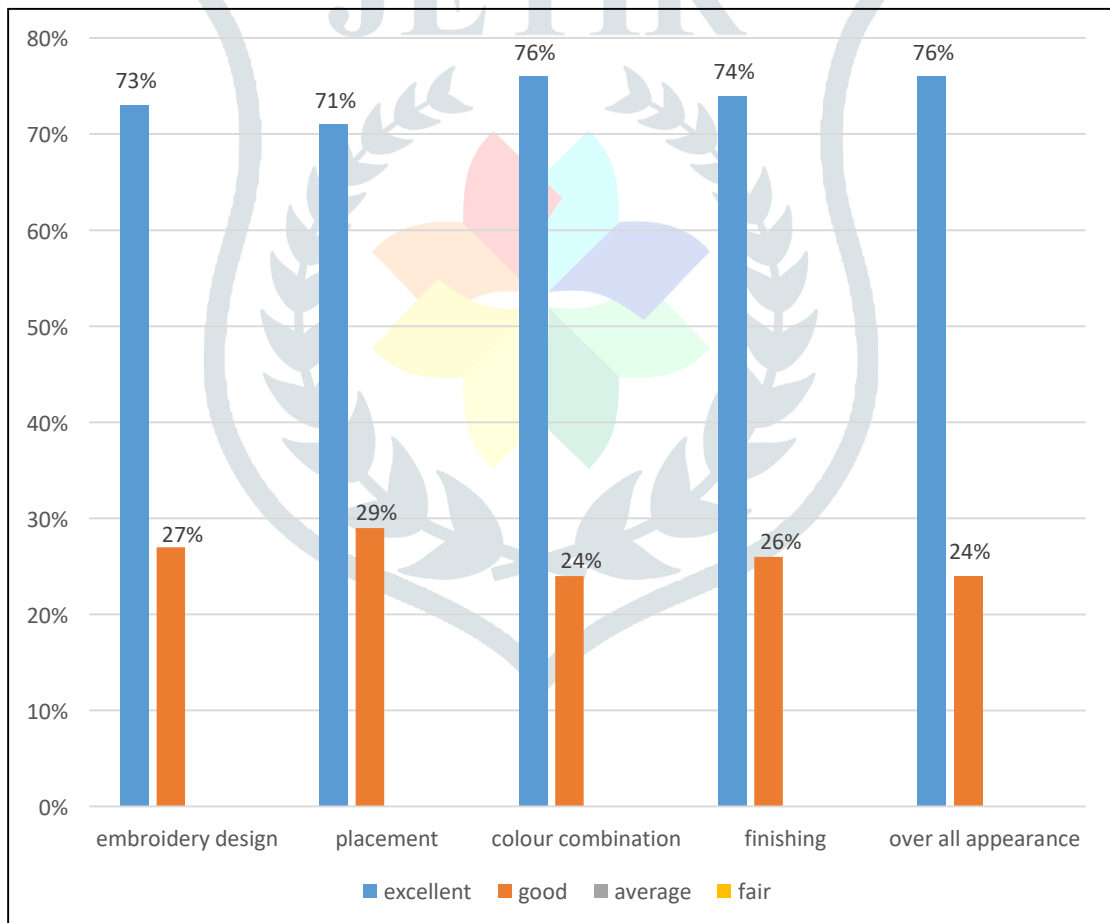
Graph-12 Design – 2

Discussion:

- From the above chart is of design - 2 that respondents appreciated for Brazilian embroidery design for ethnic wear dresses was 92% excellent and 8% good.
- For the placement of Brazilian embroidery in ethnic wear 93% gave rating excellent and 7% good.
- For the colour combination of Brazilian embroidery for the ethnic wear is 93% gave excellent and 7% good.
- For the finishing of ethnic wear 94% respondents rated excellent and 6% good
- For the overall appearance of Brazilian embroidery for ethnic wear 95% of the respondents said excellent and 5% good.
- For the design - 2 response were excellent for overall appearance of Brazilian embroidery for ethnic wear.

DESIGN - 3

Particulars	Excellent	Good	Average	Fair
Embroiderydesign	73	27	-	-
Placement	71	29		
Color combination	76	24	-	-
Finishing	74	26	-	-
Over all Appearance	76	24	-	-



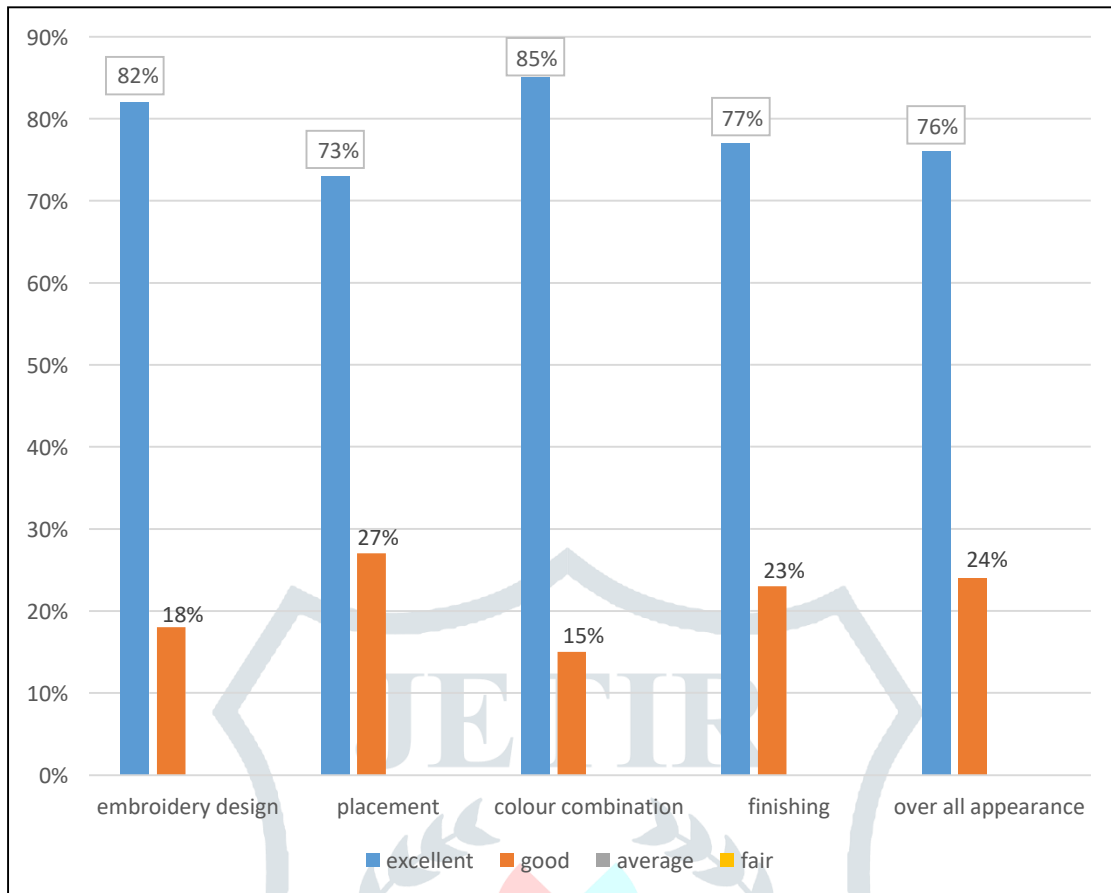
Graph-13 Design – 3

Discussion:

- From the above chart is of design - 3 that respondents appreciated for Brazilian embroidery design for ethnic wear dresses was 73% excellent and 27% good.
- For the placement of Brazilian embroidery in ethnic wear 71% gave rating excellent and 29% good.
- For the colour combination of Brazilian embroidery for the ethnic wear is 76% gave excellent and 24% good.
- For the finishing of ethnic wear 74% respondents rated excellent and 26% good
- For the overall appearance of Brazilian embroidery for ethnic wear 76% of the respondents said excellent and 24% good.
- For the design - 3 response were excellent for colour combination and overall appearance of Brazilian embroidery for ethnic wear.

DESIGN – 4

Particulars	Excellent	Good	Average	Fair
Embroidery design	82	18	-	-
Placement	73	27	-	-
Color combination	85	15	-	-
Finishing	77	23	-	-
Over all Appearance	76	24	-	-



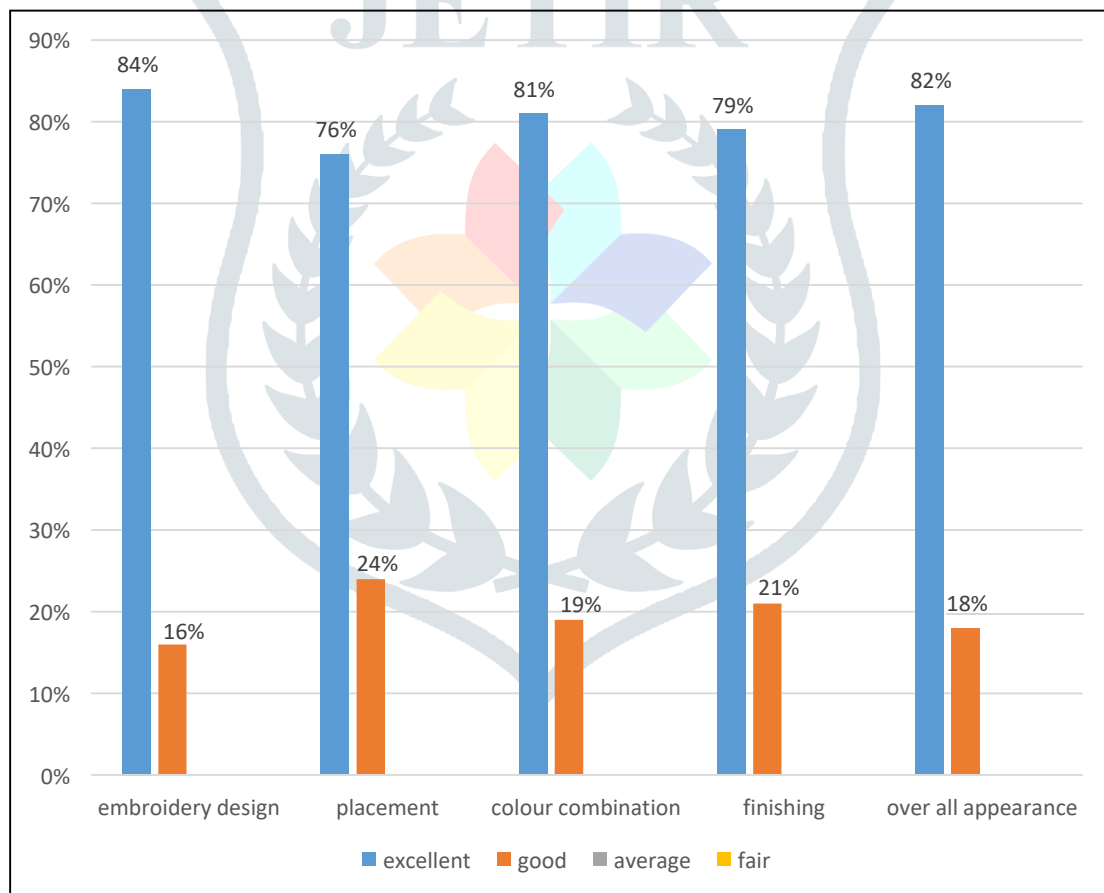
Graph-14 Design – 4

Discussion:

- From the above chart is of design - 4 that respondents appreciated for Brazilian embroidery design for ethnic wear dresses was 82% excellent and 18% good.
- For the placement of Brazilian embroidery in ethnic wear 73% gave rating excellent and 27% good.
- For the colour combination of Brazilian embroidery for the ethnic wear is 85% gave excellent and 15% good.
- For the finishing of ethnic wear 77% respondents rated excellent and 23% good
- For the overall appearance of Brazilian embroidery for ethnic wear 76% of the respondents said excellent and 24% good.
- For the design - 4 response were excellent for colour combination of Brazilian embroidery for ethnic wear.

DESIGN - 5

Particulars	Excellent	Good	Average	Fair
Embroiderydesign	84	16	-	-
Placement	76	24		
Color combination	81	19	-	-
Finishing	79	21	-	-
Over all Appearance	82	18	-	-



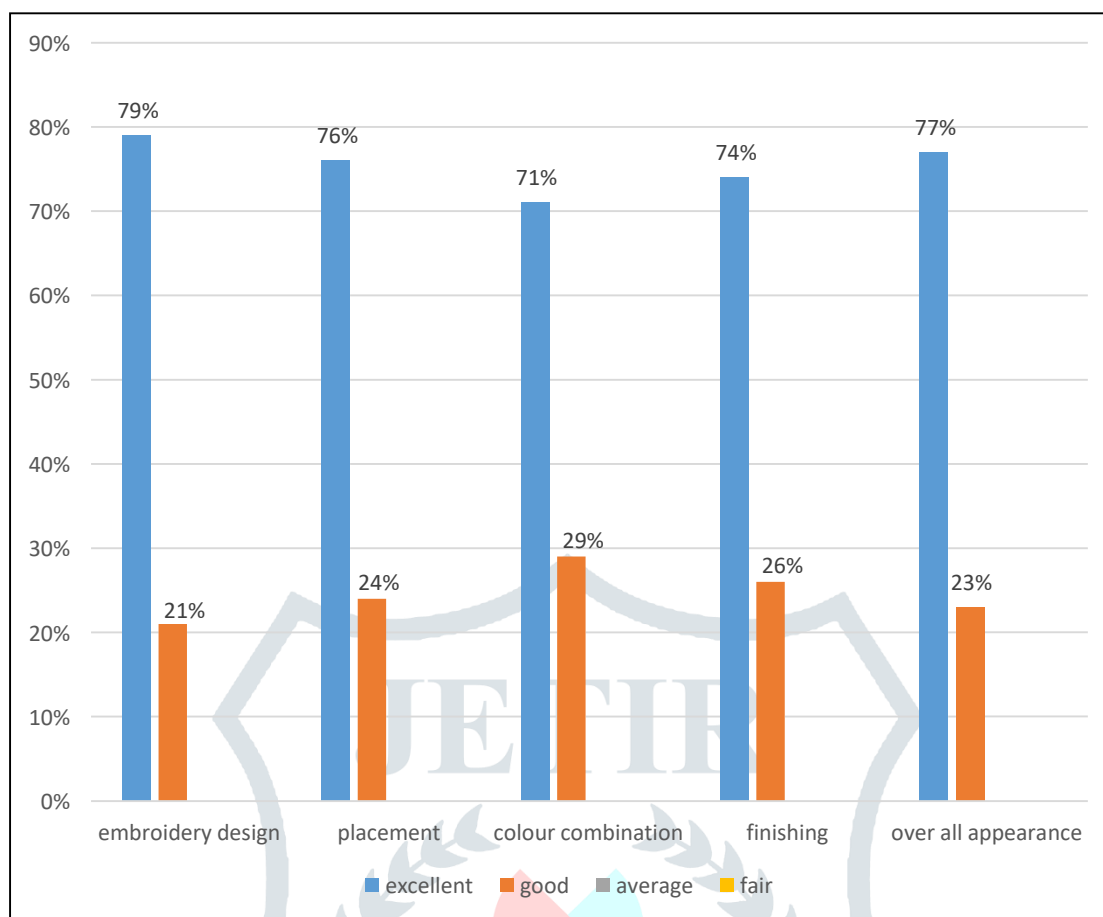
Graph-15 Design – 5

Discussion:

- From the above chart is of design - 5 that respondents appreciated for Brazilian embroidery design for ethnic wear dresses was 84% excellent and 16% good.
- For the placement of Brazilian embroidery in ethnic wear 76% gave rating excellent and 24% good.
- For the colour combination of Brazilian embroidery for the ethnic wear 81% excellent and 19% good.
- For the finishing of ethnic wear 79% respondents rated excellent and 21% good
- For the overall appearance of Brazilian embroidery for ethnic wear 82% of the respondents said excellent and 18% good.
- For the design - 5 response were excellent for Brazilian embroidery design for ethnic wear.

DESIGN - 6

Particulars	Excellent	Good	Average	Fair
Embroidery design	79	21	-	-
Placement	76	24	-	-
Color combination	71	29	-	-
Finishing	74	26	-	-
Over all Appearance	77	23	-	-



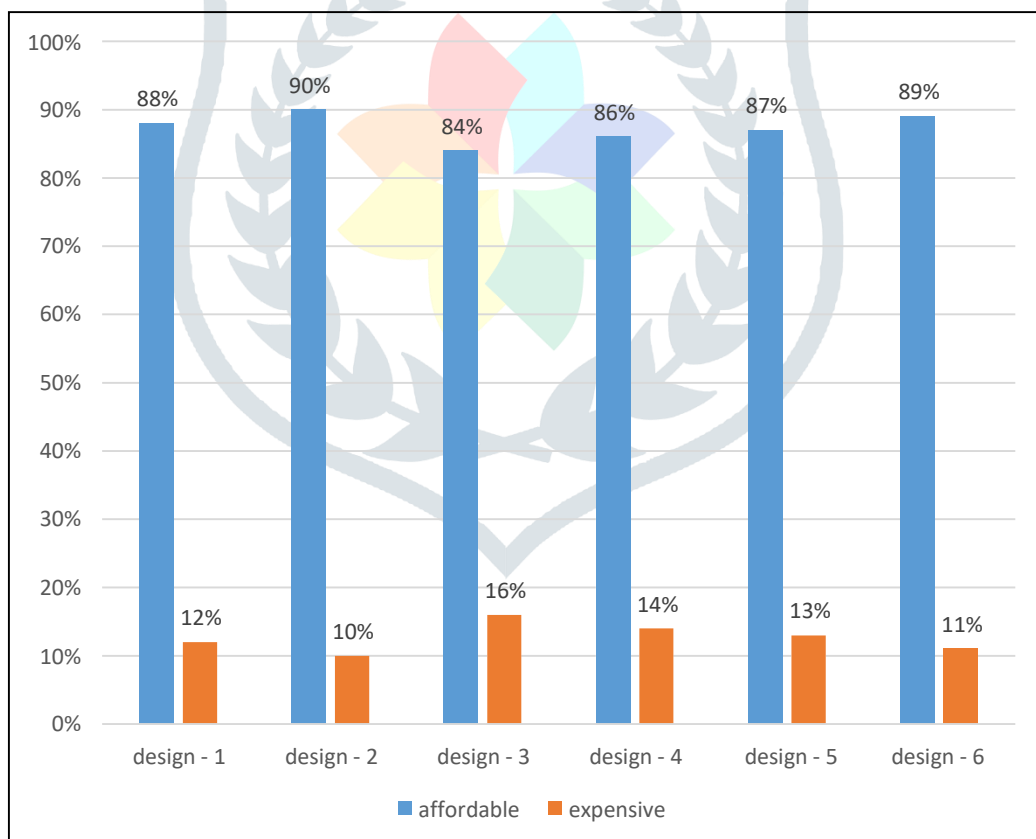
Graph-16 Design - 6

Discussion:

- From the above chart is of design - 6 that respondents appreciated for Brazilian embroidery design for ethnic wear dresses was 79% excellent and 21% good.
- For the placement of Brazilian embroidery in ethnic wear 76% gave rating excellent and 24% good.
- For the colour combination of Brazilian embroidery for the ethnic wear is 71% gave excellent and 29% good.
- For the finishing of ethnic wear 74% respondents rated excellent and 26% good
- For the overall appearance of Brazilian embroidery for ethnic wear 77% of the respondents said excellent and 23% good.
- For the design - 6 response were excellent for Brazilian embroidery design for ethnic wear.

Price:

Particulars	Very Expensive	Expensive	Affordable	In-expensive
Design - 1	-	-	88	12
Design - 2	-	-	90	10
Design - 3	-	-	84	16
Design - 4	-	-	86	14
Design - 5	-	-	87	13
Design - 6	-	-	89	11



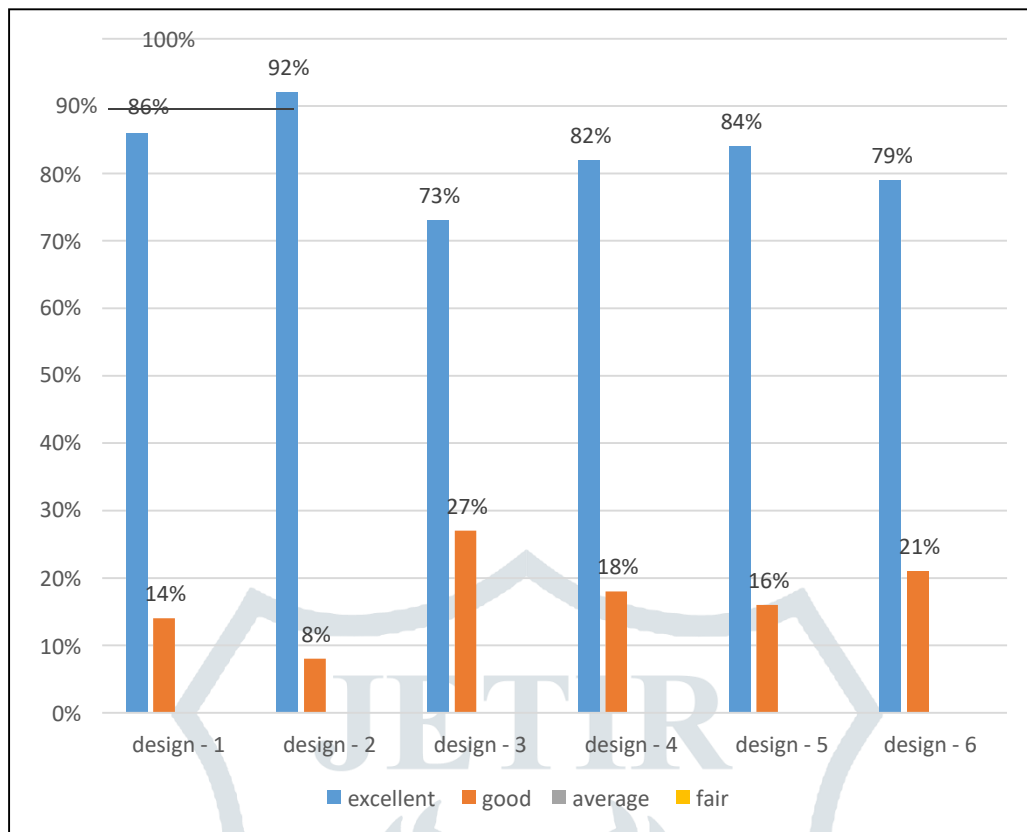
Graph - 17 Price

Discussion:

The above graph indicates the price of Brazilian embroidery for ethnic wear dresses is 88% of respondent's feels affordable and 12% feels in-expensive for design -1, for design - 2 90% affordable and 10% in-expensive, for design - 3 84% affordable and 16% in-expensive, for design - 4 86% affordable and 14% in-expensive, for design - 5 87% affordable and 13% in-expensive, and for design - 6 89% affordable and 11% in-expensive

Rating for Embroidery design:

Particulars	Excellent	Good	Average	Fair
Design - 1	86	14	-	-
Design - 2	92	8	-	-
Design - 3	73	27	-	-
Design - 4	82	18	-	-
Design - 5	84	16	-	-
Design - 6	79	21	-	-



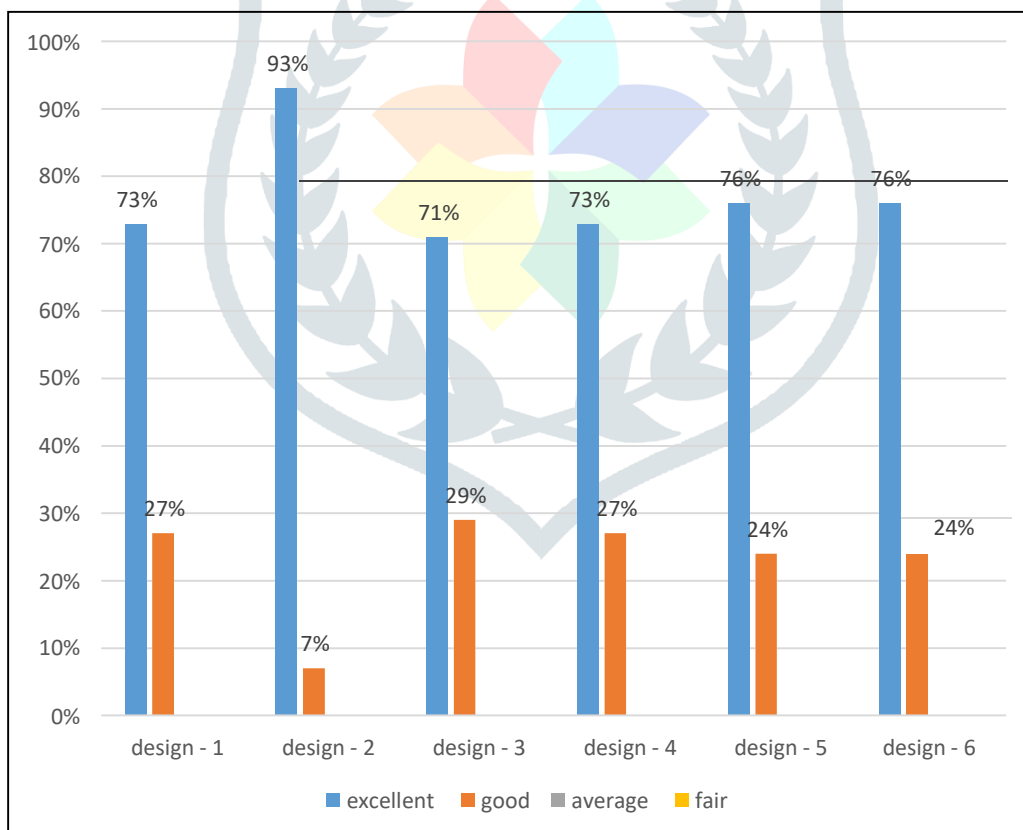
Graph – 18 Embroidery design

Discussion:

The above graph indicates the Brazilian embroidery design for ethnic wear dresses is 86% of respondent's feels excellent and 14% feels good for design -1, for design - 2 92% excellent and 8% good, for design - 3 73% excellent and 27% good, for design - 4 82% excellent and 18% good, for design - 5 84% excellent and 16% good, for design - 6 79% excellent and 21% good and There were no response for average and fair.

Rating for placement of the design:

Particulars	Excellent	Good	Average	Fair
Design - 1	73	26	-	-
Design - 2	93	7	-	-
Design - 3	71	29	-	-
Design - 4	73	27	-	-
Design - 5	76	24	-	-
Design - 6	76	24	-	-



Graph – 19 placement of the design

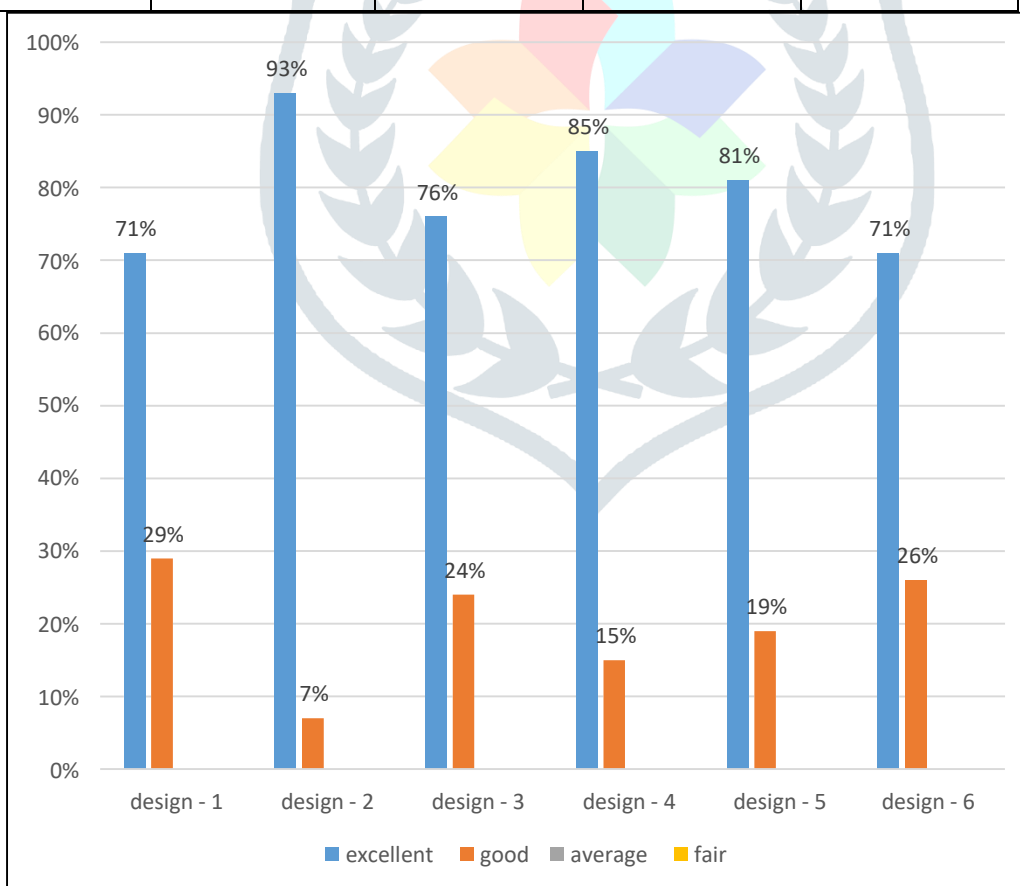
Discussion:

The above graph indicates the placement of the design for ethnic wear dresses is 73% of respondent’s feels excellent and 27% feels good for design -1, for design - 2 93% excellent and 7% good, for design - 3 71% excellent and 29% good, for design - 4 73%excellent

and 27% good, for design - 5 76% excellent and 24% good, for design - 6 76% excellent and 24% good and There were no response for average and fair.

Rating for colour combination:

Particulars	Excellent	Good	Average	Fair
Design - 1	71	29	-	-
Design - 2	93	7	-	-
Design - 3	76	24	-	-
Design - 4	85	15	-	-
Design - 5	81	19	-	-
Design - 6	74	29	-	-

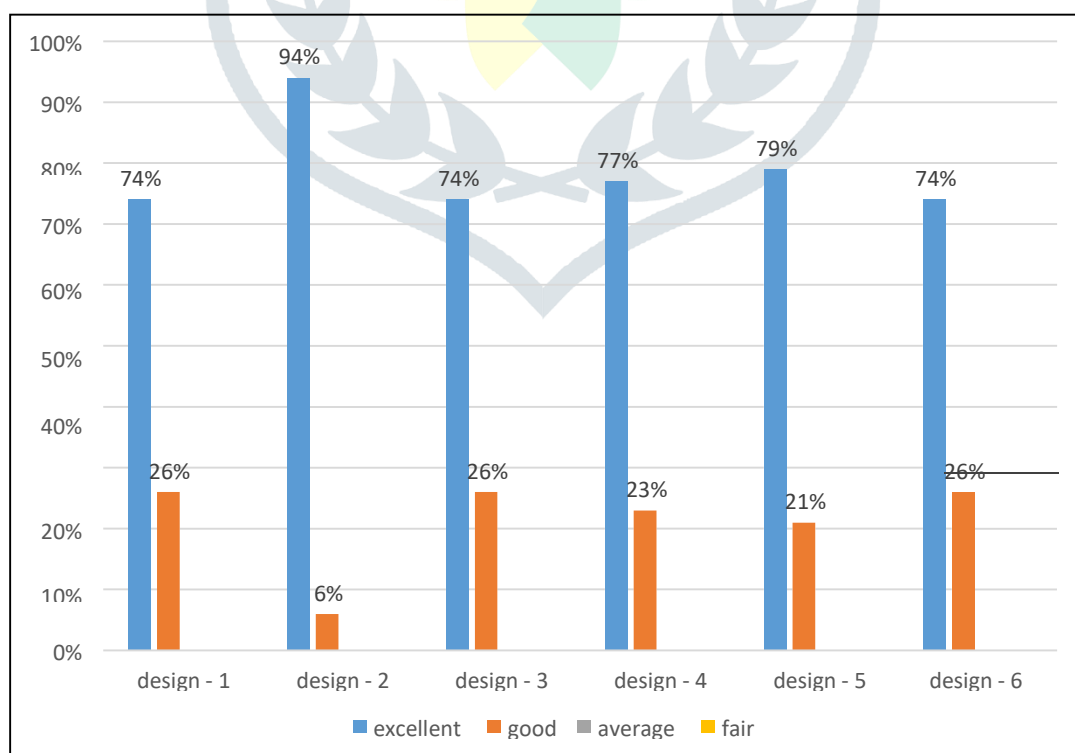


Graph – 20 colour combination

Discussion:

The above graph indicates the colour combination for ethnic wear dresses is 71% of respondent’s feels excellent and 29% feels good for design -1, for design - 2 93 % excellent and 7% good, for design - 3 76% excellent and 24% good, for design - 4 85%excellent and 15% good, for design - 5 81% excellent and 19% good, for design - 6 71% excellent and 29% good and There were no response for average and fair. *Rating for finishing:*

Particulars	Excellent	Good	Average	Fair
Design - 1	74	26	-	-
Design - 2	94	6	-	-
Design - 3	74	26	-	-
Design - 4	77	23	-	-
Design - 5	79	21	-	-
Design - 6	74	26	-	-



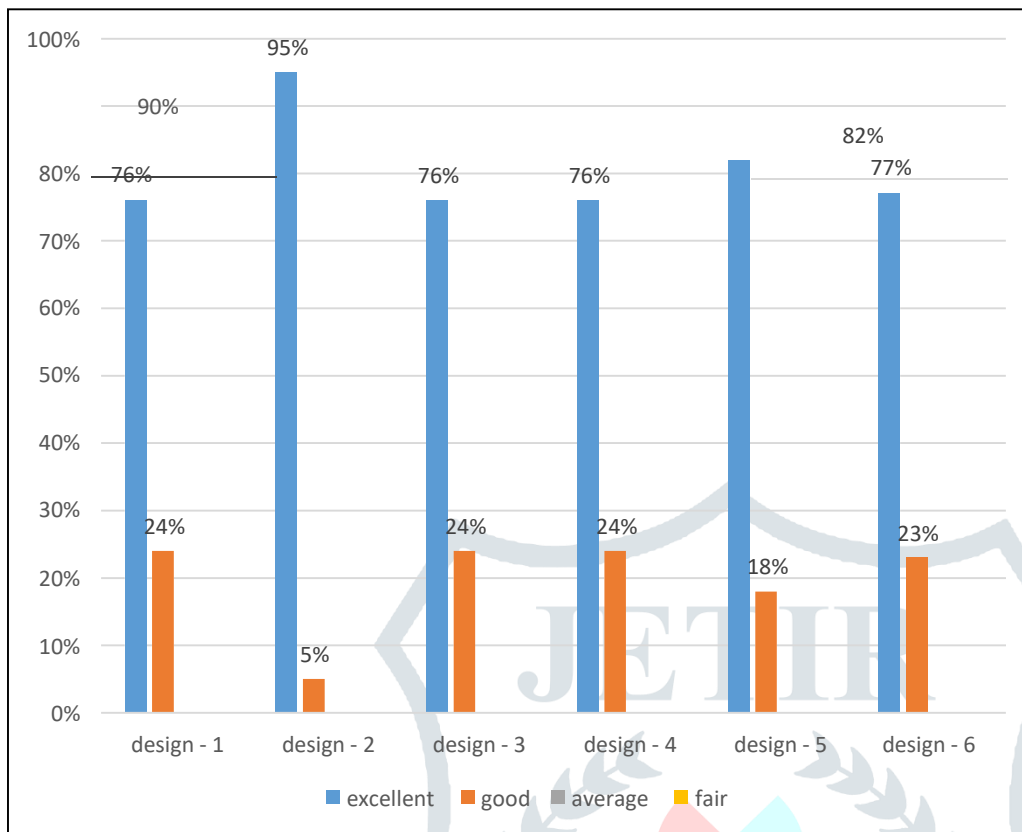
Graph – 21 finishing

Discussion:

The above graph indicates finishing of the ethnic wear dresses is 74% of respondent's feels excellent and 26% feels good for design - 1, for design - 2 94% excellent and 6% good, for design - 3 74% excellent and 26% good, for design - 4 77% excellent and 23% good, for design - 5 79% excellent and 21% good, for design - 6 74% excellent and 26% good and There were no response for average and fair.

Rating for overall appearance:

Particulars	Excellent	Good	Average	Fair
Design - 1	76	24	-	-
Design - 2	95	5	-	-
Design - 3	76	24	-	-
Design - 4	76	24	-	-
Design - 5	82	18	-	-
Design - 6	77	23	-	-



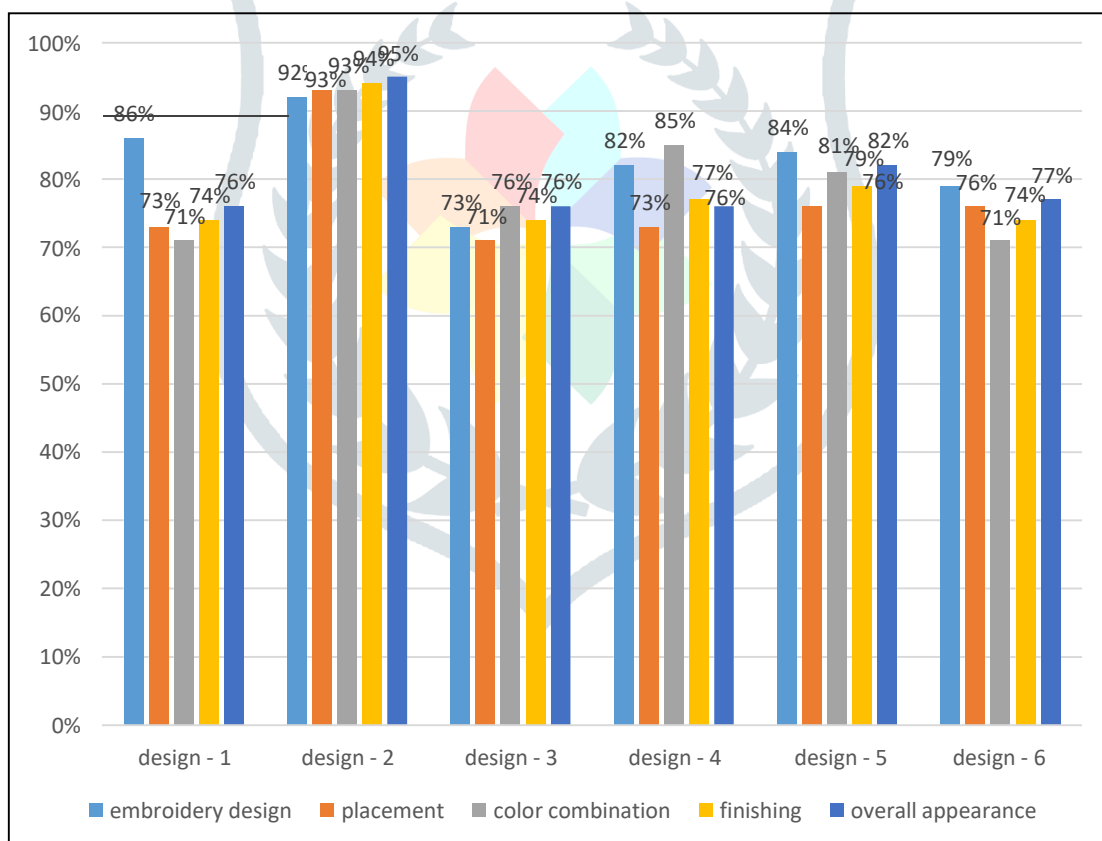
Graph – 22 overall appearance

Discussion:

The above graph indicates the overall appearance of the ethnic wear dresses is 76% of respondent's feels excellent and 26% feels good for design -1, for design – 2 95% excellent and 5% good, for design - 3 76% excellent and 24% good, for design - 4 76% excellent and 24% good, for design - 5 82% excellent and 18% good, for design - 6 77% excellent and 23% good and There were no response for average and fair.

Overall rating:

particulars	Design-1	Design-2	Design-3	Design-4	Design-5	Design-6
Embroidery design	86	92	73	82	84	79
Placement	73	93	71	73	76	76
Color combination	71	93	76	85	81	71
Finishing	74	94	74	77	79	74
Over all Appearance	76	95	76	76	82	77



Graph – 23 Overall rating

Discussion:

- From the above chart is of design - 2 that respondents appreciated for Brazilian embroidery design for ethnic wear dresses was 92% excellent and 8% good.
- For the placement of Brazilian embroidery in ethnic wear 93% gave rating excellent and 7% good.
- For the colour combination of Brazilian embroidery for the ethnic wear is 93% gave excellent and 7% good.
- For the finishing of ethnic wear 94% respondents rated excellent and 6% good
- For the overall appearance of Brazilian embroidery for ethnic wear 95% of the respondents said excellent and 5% good.
- For the design - 2 response were excellent for overall appearance of Brazilian embroidery for ethnic wear.

The highest response for all the aspects of the product developed in application of Brazilian embroidery on women's ethnic wear dress for design-2 got the highest response in terms of embroidery design, placement, colour combination, finishing and overall appearance.

SUMMARY

To know the customers opinion and acceptance of designed collection for product acceptance in terms of design, placement, colour combination and price in the potential market among desired age group by survey through questionnaire method.

Based on the results it is evident that the Design-1 it was found that 86% of respondents appreciated for embroidery design of the anarkali dress as excellent, 14% as good, 73% of the respondents appreciated for the placement as excellent, 27% as good, 71% of respondents appreciated color combination as excellent, 29% as good. 74% of respondents appreciated the finishing as excellent, 26% as good. 76% of respondents appreciated overall appearance of the Brazilian embroidery on anarkali dress as excellent, 24% as good.

From the Design-2 it was found that 92% of respondents appreciated for embroidery design of the anarkali dress as excellent, 8% as good. 93% of respondents appreciated placement and color combination excellent, 7% as good. 94% of respondents appreciated finishing as excellent and 6% as good. 95% of respondents appreciated overall appearance of the Brazilian embroidery on anarkali dress as excellent, 5% as good.

From the Design-3 it was found that 73% of respondents appreciated for embroidery design of the anarkali dress as excellent, 27% as good, 71% of the respondents appreciated for the placement as excellent, 29% as good, 76% of respondents appreciated color combination as excellent, 24% as good. 74% of respondents appreciated the finishing as excellent, 26% as good. 76% of respondents appreciated overall appearance of the Brazilian embroidery on anarkali dress as excellent, 24% as good.

From the Design-4 it was found that 82% of respondents appreciated for embroidery design of the anarkali dress as excellent, 18% as good, 73% of the respondents appreciated for the placement as excellent, 27% as good, 85% of respondents appreciated color combination as excellent, 15% as good. 77% of respondents appreciated the finishing as excellent, 23% as good. 76% of respondents appreciated overall appearance of the Brazilian embroidery on anarkali dress as excellent, 24% as good.

From the Design-5 it was found that 84% of respondents appreciated for embroidery design of the anarkali dress as excellent, 16% as good, 76% of the respondents appreciated for the placement as excellent, 24% as good, 81% of respondents appreciated color combination as excellent, 19% as good. 79% of respondents appreciated the finishing as excellent, 21% as good. 82% of respondents appreciated overall appearance of the Brazilian embroidery on anarkali dress as excellent, 18% as good.

From the Design-6 it was found that 79% of respondents appreciated for embroidery design of the anarkali dress as excellent, 21% as good, 76% of the respondents appreciated for the placement as excellent, 24% as good, 71% of respondents appreciated color combination as excellent, 29% as good. 74% of respondents appreciated the finishing as excellent, 26% as good. 77% of respondents appreciated overall appearance of the Brazilian embroidery on anarkali dress as excellent, 23% as good.

In the present study is an attempt was been made to develop products by application of Brazilian embroidery on ethnic wear dresses. From the study it is evident that application of interior Brazilian embroidery on Indian women's ethnic wear dresses based on the results obtained from the questionnaire shows that all ethnic anarkali dresses were well accepted among the targeted customers.

5. CONCLUSION

The main aim of the project was to study the acceptance of the Brazilian embroidery on Indian women's wear. Six different design with two different fabrics designed and produced. The material used for the designs is georgette and imitated silk fabric with embellishment of embroidery on anarkali dresses of the targeted customers for the age group of 20-30 years.

Modern Indian Ethnic wear products are the effects of globalization and the costumes symbolize the cultural face of modern India. This outlook designed collection has managed a multi colored range that are suitable for every occasion in ethnic dresses.

Hence an attempt was been made to experiment on Brazilian embroidery in ethnic dresses for Indian women's wear. The study helped to explore the acceptability of the application of interior Brazilian embroidery on apparel products for among the targeted customers.

Application of these embroidery on different surfaces is a positive factor of the form. Using Brazilian embroidery on the ethnic dresses speak about the characteristics of the wearer/designer.

From the evaluation it is evident that the majority of the targeted customers had accepted well and appreciated application of Brazilian embroidery on Indian women's ethnic wear anarkali dresses as preferred majority and ranked in terms of all criteria's such as embroidery design, placement, color combination, finishing and overall appearance design-2 as 1st, design-5 as ranked 2nd, design-4 as ranked 3rd, design-1 as ranked 4th, design-3 as ranked 5th and design-6 as ranked 6th

Different kinds of embroidery design, placement and colors combination and application on fabric provides a modern look and has given a new platform for the designed collection.

Application of Brazilian embroidery had unique appearance on ethnic wear anarkali dresses, which was accepted by the age group well among the 20-30 years.

6.

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7. APPENDIX QUESTIONNAIRE

The present study is about “Application of Brazilian embroidery on Indian Women’s Ethnic Wear Anarkali Dresses” was carried out in the Department of Apparel Technology And Management for the partial fulfillment of 4th semester MSc FAD Degree in Bangalore University.

The Brazilian embroidery is seen usually on the interior products in Brazil country, hence in the Present study a designer collection is made on the application of Brazilian embroidery on the dresses. The survey method is carried out to collect information regarding the acceptance of Brazilian embroidery on Indian Women’s Ethnic Wear Anarkali dresses from the targeted consumers through questionnaire method.

GENERAL DATA:

NAME:

AGE: QUALIFICATION: OCCUPATION:

INCOME:

10,000 – 20,000

20,000 – 30,000

30,000 – 40,000

40,000 & above

SPECIFIC DATA:

Please fill the answers for given questions as per the following:

1. Do you prefer surface embellishment Ethnic Wear?

Yes No

2. Which type of surface embellished garments would you prefer?

Printing

Embroidery

Painting

3. Mention the criteria you will keep in mind while purchasing the ethnic wear dresses?

Color combination

Design

Fabric

Quality

Price

Occasion

All the above

4. What kind of fabrics do you prefer for ethnic wear dresses?

Natural Fabric

Union Fabric

Synthetic Fabric

Blended Fabric

5. Are you aware of Traditional embroideries?

Yes No

6. Are you aware of Hand embroidery stitches?

Yes No

7. Is the embroidery increase the aesthetic value for the ethnic dresses?

Yes No

8. In which kind of wear do you prefer embroidery dresses?

Casual wear	<input type="checkbox"/>	Party wear	<input type="checkbox"/>
Formal wear	<input type="checkbox"/>	Ethnic wear	<input type="checkbox"/>

9. Are you aware of Brazilian embroidery?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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10. Which types of stitches are you aware in Brazilian embroidery?

Stem	<input type="checkbox"/>	Couching	<input type="checkbox"/>
Bullion Knot	<input type="checkbox"/>	Cast-on	<input type="checkbox"/>
Leaf	<input type="checkbox"/>	All the above	<input type="checkbox"/>
None of the above	<input type="checkbox"/>		

11. Give opinion about the Brazilian embroidery for Indian Women’s Ethnic WearDresses in term of following characteristics,

Please rate the developed products,

Design – 1	Excellent	Good	Average	Fair
Embroidery design				
Placement				
Color Combination				
Finishing				
Overall Appearance				

Price	Very Expensive	Expensive	Affordable	In-expensive
Design - 1				

12.

Design – 2	Excellent	Good	Average	Fair
Embroidery design				
Placement				
Color Combination				
Finishing				
Overall Appearance				

Price	Very Expensive	Expensive	Affordable	In-expensive
Design - 2				

13.

Design – 3	Excellent	Good	Average	Fair
Embroidery design				
Placement				
Color Combination				
Finishing				
Overall Appearance				

Price	Very Expensive	Expensive	Affordable	In-expensive
Design - 3				

14.

Design – 4	Excellent	Good	Average	Fair
Embroidery design				
Placement				
Color Combination				
Finishing				
Overall Appearance				

Price	Very Expensive	Expensive	Affordable	In-expensive
Design - 4				

15.

Design – 5	Excellent	Good	Average	Fair
Embroidery design				
Placement				
Color Combination				
Finishing				
Overall Appearance				

Price	Very Expensive	Expensive	Affordable	In-expensive
Design - 5				

16.

Design – 6	Excellent	Good	Average	Fair
Embroidery design				
Placement				
Color Combination				
Finishing				
Overall Appearance				

Price	Very Expensive	Expensive	Affordable	In-expensive
Design - 6				

17. Any other comments please specify

Thank You For Your Cooperation