

会议相关论文摘要

India's traditional clothing: a sustainable fashion approach

Vaibhav K Dhange, Uday Patil

(D.K.T.E. Society's Textile & Engineering Institute, Ichalkaranji, Maharashtra, 416115, India)

Abstract: Sustainable fashion is currently a vastly discussed and debated topic in fashion world. This article critically evaluates various Indian traditional clothing such as Dhoti, Pancha, Mundase, Pheta, Orhni, Sari, Lungi, etc. as a sustainable fashion. As these products are unstitched, fabric wastage in cutting is practically nil. In addition, they can be used to envelop any shape and size of the body. These clothing can be used for a long time. These products have multi-purpose applications. They can be custom-made on demand in an environment-friendly manner. When they are no longer desired, they can be handed over to others or secondhand shops. Their active-life can be prolonged as they are used as cut-towels.

Key words: apparel; sustainability; sustainable fashion; traditional clothing

"DARAZ":the sustainable art of hand sewing

Muskan Agarwal¹, Tanya Mishra¹, Smriti Yadav^{2*}

(1.NIFT Srinagar, Badgam, Srinagar, Jammu and Kashmir, 190007, India

2.NIFT Raebareli, Raebareli, Uttar Pradesh, 229010, India)

Abstract: The approaches to sustainable design have been described as existing on a continuum from incremental change to radical innovation. Sustainable fashion is about seeking solutions while maintaining healthy economies by contributing to solving social inequalities and at the same time ensuring that the environment implications of the same is taken care of. This research focuses on an in-depth study of traditional Indian garments from ancient to post-medieval period. In addition to that, this paper aims at bringing out the analysis and findings by comparing traditional and modern methods of zero waste pattern making. This paper also seeks to explore the unsung craft of Lucknow "Daraz" which is an ornamental seaming technique with an aim to add one more alternative for slow fashion. The current study is about the origin, process and implications of the craft. It aims at bringing into focus new perspectives and giving importance to sustainability by introducing optimization and waste reduction as integral components of the design process.

Key words: traditional garments; sustainable fashion; zero waste pattern making; daraz craft

Design responsibility towards shaping global social change

Deeksha Anand, Rajesh Kumar Chaudhary, Smriti Yadav

(National Institute of Fashion Technology, Rae Bareli, Uttar Pradesh, 229010, India)

Abstract: The paper focuses on the adverse effects caused by the craving of a new product in a short span (fast fashion). The need of the hour being sustainability, as it acts as a justified solution for most issues that cause social unrest, design alongside sustainability could lead the fashion industry to a higher pedestal. Concepts such as cradle to cradle, slow fashion etc. alongside Existing business models are put together to find amendments that can be made to develop a sustainable business model, which would work as a final solution to the main issues.

Key words: sustainability; product life cycle; social media marketing; slow fashion

Mass customization of Toda Tribal Embroidery in apparel & home furnishing products: an approach in Indian context

Kumaraguru Kasinathan

(Textile Design, National Institute of Fashion Technology (NIFT), Kannur Campus, Kerala)

Abstract: India is well known for its craft, cultural and traditional textiles. India is very familiar for heritage textiles and interactive workmanship in textiles and clothing. Textiles are part of their traditions in Indian people life as Weddings, Diwali, Onam, Pongal and other festivals. Garment and Home furnishings both in India and Abroad have the great potential for promoting the traditional Indian textiles to the people around the world. Many traditional crafts have been integrated to the Fashion world through adaptation and customization very successfully as Block print, Batik, Tie and Dye. But still there are many with potential, which are not been. One such craft is the Toda tribal Embroidery, which are unique and artistic. These designs can find good application in the Fashion and Clothing. But currently use of Toda embroidery is use restricted to developing stitches on the cotton fabric. There is a good potential to develop and promote Toda embroidery in apparel, accessories, home furnishings and decorative products both in India and abroad. Todas Tribes are found only in the Nilgiri District of Tamilnadu State, South India. They are very reclusive in nature and very few are aware of Toda embroidery. This research paper explains how to customize/adapt Toda tribal embroidery in the Apparel and Home Décor products in Indian market and to promote through different marketing channels. Paper will explore: Interacting, educating & involving the tribe in the development and adaptation; Study and catalogue current designs; Adaptation of the designs in various products; Marketing and Promotion of the Toda Embroidery; Involving NGOs, Government for support.

Key words: traditional embroidery; tribes; mass customization; Indian textiles; domestic brands

Sustainability in the Indian Carpet Industry

Vikas Kumar, Kanak Mishra

(National Institute of Fashion Technology, Mithapur Farms, Patna, Bihar, 800001, India)

Abstract:The present study highlights the sustainability issues Indian carpet industry should be addressing in the current situation. India has been traditionally producing carpets since a very long time. It is one of the major cottage industry in India. Indian carpets are exported world over and are retailed by world's leading retailers. It brings home foreign exchange and provides employment to millions of people. However, Indian carpet industry is also one of the biggest pollutants. The process of carpet production involves use of water and dyes which are often harmful for nature and human beings. Further, there have been concerns regarding unethical practices being used in carpet industry. Child labour is one of the most disturbing concern apart from differentiated wages and gender bias. This study analyses world's best carpet producer's commitment to the nature and society. It lists their efforts towards, reuse and recycle. It concludes that in order to remain on top among carpet exporters, Indian carpet manufacturers have a long way to go and it is high time that they start addressing all sustainability issues. In order to take the legacy of producing the world class carpets, Indian manufacturers have to strive hard to become more responsible towards our society and nature. They need to work towards efficient use of resources and raw materials and aim at zero wastage.

Key words: Indian carpet industry; sustainability; ethical carpets

Can "Luxury Brands" foster behavioural change amongst consumers towards acceptance of sustainability?

Devindra Nagar

(Fashion Management Studies Department, National Institute of Fashion Technology, C-Block, Lawmali Pasteur Hills, Shillong-793001, Meghalaya, India)

Abstract: This article explores the possibility of Luxury brands' power to influence the behaviour of fashion consumers and to

some extent creators also, towards the acceptance of sustainability. It is the most concerned task of 21st century to be honestly and urgently dealt with by each entity of every scale and level. Being at the top of fashion creators' ladder they have the power to influence everyone who desired to be fashionable and thus closer to the cult. Findings claim that due to their dream creators' image consumers do accept and appreciate whatever they create (including sustainable fashion) as the best of the best. Many luxury brands have been regularly acquiring sustainable practices and their move have made them more idolized and desired to be associated with thus making it more possible for a new adaptable global fashion culture with ethically solicitous consumers.

Key words: luxury; consumer behaviour; sustainability; influence

Impact of digital media in promoting sustainable fashion in India

Manish Nangia¹, Jasmeet Kaur²

(1.Department of Fashion Management Studies, National Institute of Fashion Technology, Balbir Saxena Marg, Hauz Khas, New Delhi, Delhi 110016, India; 2.School of Business Department, Lovely Professional University, Jalandhar – Delhi G.T. Road, Phagwara, Punjab 144411, India)

Abstract: Marketing of sustainable products through digital media platform is becoming a new norm these days. Digital media has proved itself to be very helpful in educating and engaging the consumers with latest trends and make them aware of the current issues prevailing in the fashion industry. It also provides a wonderful platform for building relationship between consumers and organizations. Digital Media is helping the fashion industry to bring green in vogue. A lot of pollution is attributed to the environment by the apparel and textile industry. Big Brands are changing to environmental and market demand by focusing more towards ethical business practices, sustainability, use of organic fabrics, producing recycled or recyclable product offerings and spreading awareness about them through digital media. For the benefit of environment, consumer's interest has also witnessed a marked shift towards Slow Fashion. With the onset of digital media most of the sustainable fashion brands have started to put the promotional campaigns on digital media. A huge number of sustainable fashion brand stories are available on Instagram for consumers to connect with them. Some brands have started to put up their stories on the blogs for consumers to read and get connected. Some sustainable brands have put up their entire collection on their website for consumers to shop online by offering them with discounts whereas others have released their shopable magazines. Brands have started to upload their short films on digital media to show consumers what they are offering to them and invite them to make a purchase based upon those short films. The purpose of this research paper is to examine the importance of digital media to promote sustainable fashion brands. An effort is being made to discover the necessity of sustainability in fashion and textile industry as well as the role of digital media in spreading the same in India. This study will examine the impact of new wave of moving towards sustainability for environmental concerns and potential of digital media to spread awareness for sustainable future.

Key words: digital media; sustainability; organic fabrics; textile or apparel industry

边角料配饰化在服装可持续发展设计中的应用

宋 婧

(东华大学 服装与艺术设计学院, 上海 200051;
同济大学 上海国际设计创新研究院, 上海 200092;
东华大学 现代服装设计与技术教育部, 上海 200051)

摘要: 可持续发展是维护、合理使用并且提高资源利用,是一种新的发展观。服装设计的可持续发展不仅关注于理念上的环保创新,在服装设计的环节中更应注重材料的合理利用。在设计过程中,合理有效优化服装元素部件,将边角料配饰化,将服装的剩余面料/辅料作为饰带、纽扣、传统贴布绣等装饰,并根据服装造型存在的特点,将相适应的装饰品设计于服装中,不仅能为服装增加设计亮点,同时也强调了服装设计内在的可持续发展的意识,巧妙地将服装设计与环保概念结合,从而打造新型时尚、装饰性多样化设计。

关键词: 边角料;配饰;服装可持续发展;设计应用

(责任编辑:周莉)