

Introduction

1. INTRODUCTION

Indian dresses reflect the country's diverse and ancient culture. Indians are heirs to a rich tradition of textile weaving. Dressing in India varies from village to village and city to city. Indian textile is unparalleled for its texture, drape, concept and colour combinations. Indian modern traditional dresses are created by talented designers who combine western trends with Indian concepts. Leading fashion designers now include it in their collection by designing clothes with khadi material. There is huge demand of it in international market, especially in western countries. Their efforts have resulted in an outstanding range of Indian clothing. Indian fashion is creating ripples in International fashion markets.

Khadi cloth is a woven fabric made from natural fibers like cotton, wool, and silk or combining them. It is an eco-friendly and heritage cloth. Khadi cloth is comfortable to wear. The wearer will feel coolness in summer and warmth in winter. This is possible because of porous fibers which are given a very gentle treatment during khadi processing. However, apart from the traditional users of khadi, there is a large section of consumer, who prefers khadi cloth as a fashion material. Its bright colours, softness and exquisite design have made khadi cloth a place of pride in the world of fashion bevels and bells, both in India as well as in foreign countries, states Joshi (2008).

Fashionable Khadi wearers could not be regarded as advancing the sentiment of Khadi. Person who possess attitude of simple consented life wears Khadi. Weavers of khadi can produce and earn independently. Now a day's khadi has become so popular and internationally renowned that fashion designer also prefers to use khadi for brides. Clothes for special occasions are being designed by designers all over world using khadi as fabric it gives magnificent effect that people now prefer to wear khadi on any occasion. Khadi is not a product, it is a philosophy said by Gandhiji. Khadi production is very harmless to environment, no electricity, chemicals or petroleum products are being used in production.

Every state or region has its own technique and specialty in Khadi saree . Jamdani sarees are popular in West Bengal and Uttar Pradesh. Sambalpuri, Bomkai and Vichitrapuri sarees from Orissa, Chanderi Sarees and Maheshwari sarees from Madhya Pradesh, Venkatagiri, Nander and Pochampalli saree from Andhra are few regional Khadi sarees which are popular throughout the globe. The body and pallu designs are unique in these regions. They are signature creations from those parts which could not be easily imitated. These handspun sarees have a demand even from tech savvy women for their aesthetic appeal.

Traditional Indian sarees are included as a part of designer sarees. Most of the women in India wear sarees. Some of very famous types of Indian sarees are silk sarees (www.articlesbase.com/designersarees). Today there is a wide range of bridal wedding sarees collection available in very attractive colour combinations with heavy embroidery and patch work and appliqué all over the saree. The designer wedding sarees are designed to add grace and elegance to one's personality. Yet, consumer demand variety and novelty in clothing. Hence there is a need for embellishing garments in innovative ways to create variety and produce attractive items.

Designer Lina Tipnis say that “Khadi is a handspun fabric, therefore if it is given the right treatment, it can easily transform into a fashionable material. With washes it can be made more trendy and soft thus making it a versatile fabric. Also they need to work with designers who are actively working with organic fabrics to know the global trend.” This is important for building brand India internationally.

The designer's ability to work on the product gives an overall idea of the collection to be executed. The explorations of the sources make the design unique and the research of the inspiration influences the garment ideas that emerge after the close observation. The indepth study and close examination of the preference of the customer stimulates the ideas about motif, colours and textures. Designing a collection is concerned with decisions of taste, choice and sensitivity and relies on the value judgments. The existence of value addition on sarees is not only catering

Today's youngsters demand more of khadi clothing because of its solitary look and increasing demand. Khadi silk is already being extensively used as a base material for various garments, sumptuous and designer clothing made out of khadi fabric is also liked by the people, as hand work done on the entire coterie makes it look more exclusion (www.wikipedia.com). The fabric that was initially available only in a single almond hue is now presented in 30 alluring shades. The fabric has gained a global demand that promotes the fabric in a way; never before, khadi apparels are worn by the run way models displaying an array of out fits from bridal saris to beach wear; made from khadi fabric. The cloth has grabbed the eyeballs of international fashion designers, sprawling elaborate designs exclusively for khadi fabrics (fiber2fashion.cssilk.com).

The most common outfit made out of khadi fabrics are the khadikurtas and sarees. They are designed in their own unique way, depending upon the type of khadi fabric used. Khadikurtas and sarees are mainly made from khadi silk, which in itself is expensive clothing. It gives the wearer a rich and royal look, states Ezekiel (2005). New opportunities of khadi silk were created when Indian economy was opened to world markets. Depending on the style and pattern, these apparels are seen in store racks in a price range of Rs. 400-2500. There is a global demand for khadi silk produced both in the domestic and international market (khadi-n-crafts.blogspot.com).

Khadi saree or Handloom saree is an important part of Indian textile heritage. "The sari undoubtedly is the most sensuous garment ever". "And the best thing about it is that conceals as much as it reveals". Sari is of varied length from 5 yards to 9.5 yards tied loosely, folded and pleated, it can be turned into a working dress or party wear with manual silk, states Bansal (2008). Women of all castes wear the sari, but the style, ornamentation, and geometrical and floral motifs used are influenced by the caste of the wearer and the region where the wearer lives, informs Mehta (2009).

to the consumer's needs, yet represents the designer's innovation which brings revolution in the fashion world.

Surface embellishment is an art of decorating a ground fabric with print, paint, embroidery stitches, appliqué, mirror, bead and sequence enriches it and adds to its beauty. Decoration on fabrics embraces a wealth of different historical and contemporary techniques. All over the world people continue to develop traditional and innovative methods to decorate garments or to create an art form that re-interprets the traditional skills.

Implementation of CAD technology through adaptation of modern designs and colour combination and also through efficiency and economic of reproduction has been revolutionizing the textile industry and the textile designing in particular. To unleash the creativity of the textile designers, the virtually “no limit” solution for designing and manufacturing is a must, in today's context, not only to increase productivity and also to meet the rapid changing mood of the customers for the fashionable designs both nationally as well as internationally explains Mitre (2007).As the human tendency which always demands a change, a plenty of experiments worked upon by the designer, creates a difference with unique design features. The specific objectives of the study are to:

- Assess the demand factors for khadi silk sarees
- Study the existing design feature on khadi silk sarees
- Develop and select thematic design for surface embellishing khadi silk sarees
- Surface enrich khadi silk saree with selected design