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### Fashion potential in traditional Indian clothing: Legacy of queen

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#### Abstract

The present study shows that the eminence of Indian fashion design on global fashion scenario. Indian fashion designers are now focusing on the immense potential of traditional Indian fashion trends to infuse modern style element into diversification of Maheshwari fabric and sarees. The objective of the study was – to create a new market segment for weavers, to give new dimension to the traditional textile, and to make artisans create a niche in market according to the fashion trends. The hypothesis of the study was – To give artisans the exposure of global market scenario by creating the fabric according to designers and keeping alive the royal heritage with new dimensions. For research Methodology the samples had been taken from Maheshwar, Bagh, Bhairavghar, Tarapur. To study the heredity influence the questioner was prepared and filled by artisans. The design orientation program was conducted to make artisans aware of latest fashion trends and global market. At the end feedback was taken from the artisans regarding the orientation program.

The study proves that this will be a strong step in the direction of traditional textile of Madhya Pradesh and will give the exposure of global market. With these efforts the clothing in India had undergone a drastic change for the benefit of weavers also. Indian fashion designers had refined and popularized the traditional Indian clothing and textiles on the map of world.

Indian traditional textiles and clothing is an old saga. The history of Indian traditional textiles comes from one of the established civilizations of the globe. The first reference to this can be found from the Indus valley civilization (3000B.C – 1700 B.C). The beauty of Indian textiles spread far and wide even during the ancient trade. The historic Indian literature reveals some interesting facts that Indian traditional textiles were an integral part of religious rituals and ceremonies.

**Keywords:** global scenario, tradition, potential, latest fashion, trends, designers

#### Introduction

Indian fashion industry is continuously growing and making its remarkable position in the international fashion scenario. In the recent decades, Indian clothing style and accessories have been accepted by people across the world. The credit of putting India on the map of global fashion world goes to Indian fashion designers. Their dedication, innovativeness and creativity had contributed new height to Indian fashion industry. Same as in the case of Maheshwari fabric and sarees, the traditional textile of Madhya Pradesh.

#### A second lease of life

While royal patronage saw the craft flourishing for years, by the time of independence, it was on the brink of extinction. Then, intervention came in the form of the royal family of the Holkars. The story goes that Ahliya Bai wanted nie-yard saris that she could gift to her royal friends and relatives. She summoned weavers from Surat and Malwa for the purpose – and thus was born the Maheshwari saree.

The saree, as revealed by its name, has its origin in the town of Maheshwar established by austere Ahliya Bai, who desired to live away from the bustling capital city of Indore. The intricately carved stone walls of her palace and temple were the original inspiration for the elaborate patterns and borders of Maheshwari sarees.

#### Objectives

The main objectives of the study were as follows

- To create a new market segment for weavers and artisans.

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- To give new dimension to the traditional textile.
- To create niche in the global market according to the fashion trends.
- To increase the fashion potential in traditional Indian clothing and creating range out of it by keeping its essence alive.

### Methodology

A descriptive research design was planned. To get complete and authentic information the interview and orientation programs were scheduled and participatory observation techniques were undertaken. The data was collected with the help of interview coupled with observation method. The scheduled consisted of closed and open ended questions. The questions dealt with demographic details, history of fabric or saree, production, weaving, inspiration for motives, motif development, interaction with designers, and participation in design orientation programs, awareness of latest fashion trends and global market, heredity influence, marketing and product produced. Purposive sampling method was adopted for selection of samples. A multi visit, interview method (pre training and post training) was implemented along with photographic documentation for the collection of authentic data. The sample size comprised of 25 artisans from cluster. Such as weavers form Rehwa (Maheshwar).

### Result and Discussion

Ahliya Devi brought the famed weavers of Surat and that is how the fame of Maheshwari saree came into being, - Say's Richard Holkar, president of Rehwa society, an organization which strives to provide employment to the weavers who are now keepers of this 1,500 – year old tradition.

What do fashion designers Muzafer Ali and ethnic Indian designer wear stylist Ritu Kumar have in common with scion of erstwhile royal family, Shivaji Rao, Richard Holkar? All of them share a passion for this exquisite textile for the temple – town of Maheshwar which dates back to the region of Ahliya Devi Holkar and it is this passion that has Holkar, a seventh generation scion of the Indore rulers, traveling across the country, reaching out to discerning buyers and propagating a dying textile tradition called Maheshwari.

Some of these renowned Indian fashion designers are creating a niche in the international fashion market. The Indian fashion industry where it is standing today is the result of the outstanding performance of the Indian designers. Today, Indian fashion designers are no more confined to the domestic fashion market of apparel and accessories, but are achieving world level recognition and fame. This has also become possible due to various government policies and a recent boom in the fashion industry.

### Contribution of fashion industry

Indian fashion industry is at its infancy at the moment and has great potential to make the mark on the world stage. Fashion in India has thousands of years of tradition behind it. India has a rich and varied textile heritage where each region in India has its own traditional textile, native dress and traditional costumes. Fashion industry is growing at a rapid pace with international developments, such as the India fashion week gaining popularity and annual shows by fashion designers held in major cities of India.

Respondents clarify that after the independence, India fashion industry witnessed the effects of globalization. Due to this, changes occurred in dressing style of Indians, which eve led to the fusion of Indian and western dresses. Wearing kurtis on

jeans, spaghetti with sarees are some of the examples showing the effects of western culture on Indian. The work of India designers is highly appreciated all over the world. Western brands are also coming to participate in Indian fashion weeks, as they see a lot of potential in our market. Such statements were stated by respondents of age group 25 – 35yrs, who had shown their positive approach towards the orientation programs, experimentation and had given maximum participation.

India is a big exporter of garments and accessories in the international market. The Indian accessories and fabrics are always highly valued by global fashion industry in terms of cost effectiveness, verities of designs in garments like ornamentation with sequence, bead work, aari, chicken embroidery etc. and cheaper skilled work force. India also plays a vital role as the largest provider of designer fashion arena. The specialty of India clothing is the quality of its fabrics and designer maintaining the uniqueness by using the finest fabrics in their designer attire and providing the traditional textile a new dimension with contemporized look yet maintaining its traditional value. These views are shared by the respondents, as they had found the interactive sessions with designers were pleasant and impressive. High percentage of respondents had a positive view regarding the futuristic approach of Maheshwari fabric ad will continue working on the new contemporized look to cater latest market scenario.

The respondents clarify that they will be able to create a niche in global market, as fashion shows organized at the national and international level act as a great platform for established as well as upcoming fashion designers to showcase their talents and come into light of media and people worldwide and which had helped a lot of artisans in earning a better livelihood directly or indirectly.

### Conclusion

Respondents were encouraged to give new dimensions to traditional textile by using fusion in their work. Respondents were encouraged to create a new market segment by participating in fashion shows along with designers. Respondents got the exposure of global market scenario by developing Maheshwari fabric according to designers and buyers demand by keeping alive the royal heritage. Respondents were got aware of preparing range out of the same fabric yet maintaining its traditional value.

On the worlds map Indian fashion designers had been a constant source of inspiration for small scale designers in India. The emerging fashion designers in India who operate on a smaller scale in terms of designing and manufacturing designer Indian clothing are really doing wonders in their fields. It is their unique designer dresses that are reaching the masses directly and fulfilling the fashion aspirations of Indians within their budgets. India provides designer garments to international fashion houses at competitive prices, in shorter time, and a wider range of design and patterns. No doubt it is the contribution of emerging fashion designers in enhancing the India's export of fashion attires to the whole world.

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