Practical Exercise 14

Objectives:

- To develop analytical understanding of how historical costumes inspire traditional Indian clothing
- 2. To enable understanding of the Trickle-across theory of fashion in terms of traditional Indian clothing

Material Required:

- 1. Unlined/blank sketchbook (A3)
- 2. Scissor, glue
- 3. Fashion magazines

Procedure

- 1. Refer to books (see bibliography), magazines or internet on traditional Indian clothing focusing on details of the costumes
- 2. Collect pictures of any **one** traditional costumes for women and/or men (e.g. Choli blouse, Anarkali kurta, Angarkha, salwar, churidar, sari etc.)
- 3. Analyze details of the costumes in terms of silhouette, fabric and surface embellishment
- 4. From magazines or internet, find 5 visuals of contemporary fashion apparel inspired from the traditional costume
- 5. Label each picture with the following details:
 - i. Name of the designer/brand
 - ii. Season
 - iii. Price (optional)
- 6. Compile and present the visuals in a notebook in chronological order

Observation and Discussion:

1. How are historical costumes a source of inspiration for traditional clothing across different consumer segments?