

## Introducing a New Line of Indo-Western Dresses with Sugar Skull Motifs

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### ABSTRACT:

The study aimed to introduce novel concepts to diversify embroidered indo-western costumes with sugar skull patterns, aiming to break the monotony prevalent in the field. Departing from conventional motifs like floral or geometric designs, the research focused on crafting a fresh range of dresses. Through comprehensive data collection, 15 design sheets were meticulously curated, subsequently subjected to evaluation by 100 respondents who employed a grading system to identify the top 5 designs. Following this selection process, prototypes were meticulously developed and assessed using a 5-point rating system. The findings revealed a prevailing preference for designs that harmoniously merged traditional sugar skull motifs with contemporary elements, such as vibrant colors and modern silhouettes. This innovative approach sought to provide consumers with unique options, thus expanding the repertoire within the market segment.

**Keywords:** -Embroideries, Human skull, Indo western, Sugar skull, Silk fabric.

### 1. Introduction:

One kind of Calavera, or model of a human skull, is a sugar skull. Since they are typically constructed of sugar, these are known as sugar skulls. These days, a wide range of materials, including chocolate, almonds, and other sweets, are frequently used to create sugar skulls.

On the Day of the Dead, these skulls are very important. This is a day of remembrance for the deceased that comes after All Saints' Day. Gathering at gravesites, families present presents and meals to their departed ancestors. To celebrate the circle of life and to eat, drink, and tell stories, people get together.

Sugar skulls were first created in the early era of the Aztec kingdom. It's fascinating to research death in other cultures, but it's also critical to consider how those who came before us dealt with the loss of a loved one. Like with modern Day of the Dead celebrations, Aztec culture involved creating altars for the deceased. They would, nevertheless, adorn them with actual skeletons.



Figure.1

The distinction between the realm of the living and the land of the dead becomes more hazy during this time of year. These skulls serve as a reminder of the superstitious belief that departed loved ones' souls wander the earth.

Sugar skulls have symbolic meaning inherent in their name. The word sugar defies any association that skulls may have with the macabre or dread of death. The idea that death has a certain sweetness is indicated by a "sugar" skull.

Death does not have to be frightening or resentful. It's possible for it to be sugary. Sugar skulls are a symbol of joy rather than grief, much like Dia de Los Muertos.

The sugar skulls are a sacrifice made to both the living and the dead. They serve as a reminder to ancestors that someone is thinking of them when they are placed on altars. They serve as a token of gratitude. The living are often gifted with these skulls as a token of appreciation. On the Day of the Dead, friends and relatives give sugar skulls to their loved ones as a token of their appreciation.



Figure.2

## **2. Objectives:**

1. To research current trends in the industry for Indo-Western clothing.
2. Finding out what the target demographic wants in terms of clothing design
3. To enhance the design of Indo-Western clothing items' marketability and acceptance

## **3. Delimitation:**

1. The fabric used is exclusively silk and georgette.
2. Only designs with sugar skulls were included in the study.

## **4. Methodology**

**4.1 Locale of the study:** Chandigarh group of colleges was selected purposively

**4.2. Selection of respondents:**For the study, a sample of 100 respondents was chosen. There were 50 working women and 50 students.

**4.3. Tools and procedure for data collection:** The study was carried out in stages in order to achieve the particular goals. Every aim was built with a different set of tools. The following describes the process that comes after data collecting under these phases:

**4.3.1. Phase 1**

**The phase-1 of the study consisted of-**

(a) **Collection of study material:** The majority of the study materials and information came from books, magazines, the internet, and market surveys. The primary focus of the surveys was on the materials, shapes, colors, adornment materials, and color threads that were readily available in the market for fashion.

(b) **Data collection:** Once the data was gathered, it was subjectively or artistically assessed to determine consumer preferences about the design enrichment approach, sugar skull motives, etc.

**4.3.2. Phase 2**

(a) **Collection of Sugar skull design:** Various skull designs and motifs were gathered for the study from various online and print sources, including books.

(b) **Selection of design:** -A larger number of the gathered designs and motifs was utilized for the design sketching.

(c) **Sketching of Designs:** To avoid specific tastes for color, the chosen designs were sketched in black on white paper.

**4.3.3. Phase 3**

(a) **Development of Design sheets on paper:** Only fifteen design sheets with specific motifs and designs were created.

(b) For an accurate assessment A sample of one hundred respondents was chosen from the Chandigarh group of colleges in Jhanjeri. The target sample's design sheets were assessed using a 5-point rating system.

**Evaluation of developed design sheets on 5- point scale:**

A five point was used for rating as given below-

Rating	Score
Excellent	5
Very good	4
Good	3
Fair	2
Average	1

Table 1

The total points awarded to every design were tallied, and the top five designs—enriched western clothing adorned with a sugar skull motif—were displayed to observe the final result.

**4.3.4. Phase 4**

This stage involved the process used to create Indo-Western clothing designs with stitched sugar skull motifs. This article discusses the process required to complete embroidery on silk or georgette fabric for indo-western clothing. Here, silk or georgette cloth was bought from Mohali.

#### **4.3.5. Phase 5**

The facts about the assessment of the designed prototype should be quantified. On a five-point rating system, the design with the highest score was ranked first based on factors such as marketability, appropriateness, aesthetic appeal, and color decoration.

### **5. Result**

The created Indo-Western outfit by Sugar Skull Motives was evaluated for consumer appeal and market value. The replies from the respondents regarding the sugar skull embroidery motives were judged to be fair to excellent. Responses to the color scheme were ranked from good to excellent; similarly, the aesthetic effect of the created Indo-Western clothing was rated from good to excellent, and the aesthetic effect of the designed motifs was rated from good to excellent. Research results indicated that indo-western clothing with embroidered sugar skull designs was deemed aesthetically acceptable and appealing.

The respondents were ready to add these particular indo-western clothes to their closet, according to an analysis of market acceptance for designed sugar skull clothing. The majority of respondents said they would be ready to pay the estimated cost of a designed outfit.

## **5. Results and Discussion**

### **5.1 Results**

The study focused on evaluating Indo-Western dresses featuring sugar skull motifs, assessing their appeal, marketability, and aesthetic value. A total of 15 design sheets were developed and evaluated by 100 respondents, who rated the designs based on a 5-point scale. The top 5 designs were selected for further prototype development and evaluation.

#### **5.1.1 Design Evaluation**

Each design sheet was rated by respondents according to five parameters: design, color, applicability, embellishment, and aesthetic effect. The data collected provided the following insights:

- **Design Preferences:** The designs incorporating sugar skull motifs were generally well-received. The top five designs were noted for their successful integration of traditional motifs with modern aesthetics, such as vibrant colors and contemporary silhouettes. For instance, Design No. 5 received the highest total score of 413 points, indicating strong approval from respondents. This design's success can be attributed to its effective blend of sugar skull motifs with appealing color schemes and modern cuts.
- **Color Schemes:** The color schemes used in the designs were evaluated as ranging from good to excellent. Design No. 4, with a score of 75% for color, demonstrated that vibrant and bold colors are highly preferred in the context of sugar skull motifs. This highlights a consumer preference for dynamic and eye-catching color palettes in Indo-Western fashion.
- **Applicability and Embellishment:** The applicability of the designs to various occasions was rated positively. Design No. 3 scored 70% for applicability, reflecting its versatility in different social contexts. Similarly, embellishment techniques used in the prototypes received favorable ratings, with Design No. 2 and Design No. 4 showing strong performance in terms of embroidery quality and detailing.

- **Aesthetic Effect:** The overall aesthetic effect of the designs was rated as good to excellent. Designs that harmoniously merged traditional sugar skull motifs with modern elements were rated higher. For example, Design No. 3 and Design No. 4 received high scores for their aesthetic appeal, indicating that a well-executed design can significantly enhance the garment's visual appeal.

### 5.1.2 Prototype Evaluation

Following the selection of top designs, prototypes were developed and assessed using a 5-point rating system. The prototypes' assessment focused on factors such as marketability, appropriateness, aesthetic appeal, and color decoration. The results revealed:

- **Market Acceptance:** The prototypes were generally well-received by the respondents, with most indicating a willingness to include these garments in their wardrobe. The high ratings for market acceptance suggest that there is a strong demand for innovative Indo-Western clothing incorporating traditional motifs like sugar skulls.
- **Aesthetic and Functional Appeal:** The aesthetic appeal of the prototypes was rated positively, reflecting the successful incorporation of sugar skull motifs into modern garment designs. Additionally, the functional aspects of the prototypes, including their comfort and versatility, were also favorably evaluated.

## 5.2 Discussion

The results of the study underscore the potential of integrating sugar skull motifs into Indo-Western fashion. The positive response from respondents highlights a growing interest in unique and culturally rich design elements within the fashion industry. The key findings and their implications are discussed below:

### 5.2.1 Innovation in Design

The incorporation of sugar skull motifs into Indo-Western clothing represents a significant innovation. By moving beyond traditional floral and geometric patterns, this study introduces a culturally significant motif that resonates with contemporary consumers. The success of designs featuring these motifs suggests that there is a market for garments that blend traditional symbolism with modern fashion sensibilities.

### 5.2.2 Consumer Preferences

The strong preference for vibrant colors and modern silhouettes in combination with sugar skull motifs indicates a shift towards more dynamic and visually engaging fashion. Consumers are increasingly drawn to designs that offer both aesthetic appeal and cultural significance. This trend suggests that future fashion collections could benefit from incorporating diverse and culturally rich motifs to capture consumer interest.

### 5.2.3 Marketability and Expansion

The high ratings for market acceptance and aesthetic appeal of the prototypes suggest that there is significant potential for expanding the Indo-Western clothing market through innovative designs. By maintaining a balance between traditional elements and modern fashion trends, designers can create garments that not only attract attention but also appeal to a broad consumer base.

### 5.2.4 Practical Implications

For fashion designers and manufacturers, the study's findings emphasize the importance of continuous innovation and consumer engagement. Integrating unique motifs like sugar skulls into garment designs can differentiate products in a competitive market, potentially leading to increased

sales and brand recognition. Furthermore, understanding consumer preferences for color and design elements can guide future design decisions and product development strategies.

In conclusion, the successful integration of sugar skull motifs into Indo-Western fashion represents a promising avenue for design innovation and market expansion. By aligning traditional symbols with contemporary fashion trends, designers can create garments that resonate with modern consumers while celebrating cultural heritage.



Figure. 3



Figure. 4



Figure. 5



Figure. 6



Figure 7



Figure 8



Figure. 9 Pictures of Developed Prototypes



Figure .10 Pictures of Developed Prototypes

**Table-No.1 Preference for designed sheet of prototype**

S.no	Design Sheet No.	Total score	Rank
1	Sheet No.1	386	9
2	Sheet No.2	397	7
3	Sheet No.3	411	3
4	Sheet No.4	402	6
5	Sheet No.5	413	1



**Table-No.2 Responses of data in percentage for design no-1**

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	40	35	25	
2	Color	70	30	0	
3	Applicability	40	40	20	
4	Embellishment	50	40	10	
5	Aesthetic effect	55	30	15	

**Preference for design No. 1**

**Table-No. 3 Responses of data in percentage for design no-2**

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	55	45		
2	Color	60	30	10	
3	Applicability	50	50		
4	Embellishment	45	55		
5	Aesthetic effect	60	40		

**Table-No.4 Responses of data in percentage for design no-3**

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	75	25		
2	Color	70	30		
3	Applicability	70	30		
4	Embellishment	55	45		
5	Aesthetic effect	60	40		

**Table-No. 5 Responses of data in percentage for design no-4**

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	70	30		
2	Color	75	25		
3	Applicability	60	40		
4	Embellishment	50	50		
5	Aesthetic effect	70	30		

**Table-No. 6 Responses of data in percentage for design no-5**

S.no	Parameter	Excellent	V.Good	Good	Fair
1	Design	40	30	20	10
2	Color	40	30	30	
3	Applicability	40	50	10	
4	Embellishment	40	50	10	
5	Aesthetic effect	35	45	20	

## 6. CONCLUSION

Maintaining a high standard of quality is important for the garment business to ensure continuous consumer pleasure and to keep innovations expanding for everyone's benefit. When the fashion sector becomes a major factor in employment, a new range of designs in clothing must be developed. It was determined that every respondent like the embroidered sugar skull clothing and gave it an outstanding to good rating. As a result, we may create creative clothing designs for modest adjustments to our clothing that are based on sugar skull themes. By maintaining our feet on diverse conventional grounds, this will please customers and boost the product's marketability.

### 6. Conclusion

The introduction of Indo-Western dresses featuring sugar skull motifs marks a notable innovation in the fashion industry, combining traditional cultural elements with contemporary design trends. This study aimed to break the monotony of conventional motifs in Indo-Western clothing by incorporating the distinctive and culturally rich sugar skull designs.

The comprehensive research involved multiple stages, including the collection and evaluation of design concepts, the creation of prototypes, and detailed assessments by a diverse group of respondents. The findings from this study offer significant insights into the marketability and aesthetic appeal of these novel designs.

### 6.1 Findings and Implications

**1. Consumer Preferences:** The evaluation results clearly indicate that the incorporation of sugar skull motifs in Indo-Western dresses was highly favored by the respondents. Designs featuring these motifs, particularly those that combined vibrant colors and modern silhouettes, received high ratings. For example, Design No. 5 achieved the highest score of 413 points, demonstrating its strong appeal. The preference for vibrant color schemes and innovative designs underscores a shift towards more dynamic and visually engaging fashion choices among consumers.

**2. Aesthetic Appeal and Market Acceptance:** The prototypes developed based on the top-rated designs were met with favorable responses. The high ratings for aesthetic effect, color, and embellishment suggest that the sugar skull motifs, when executed with high-quality materials and attention to detail, resonate well with the target audience. The prototypes' market acceptance was also robust, with a majority of respondents expressing a willingness to incorporate these designs into their wardrobes and pay the estimated costs.

**3. Design Innovation and Market Potential:** The success of the sugar skull-themed Indo-Western dresses highlights the potential for innovative design approaches in the fashion industry. By integrating traditional motifs with modern elements, designers can create unique garments that stand out in the market. The study demonstrates that such creative ventures not only enrich the fashion landscape but also cater to evolving consumer tastes that seek both cultural significance and contemporary style.

4. **Practical Considerations for Designers:** For designers and manufacturers, the study emphasizes the importance of blending traditional themes with modern design techniques. The positive feedback on the sugar skull motifs suggests that incorporating culturally significant elements can enhance the appeal and marketability of fashion products. Additionally, attention to color schemes, embellishments, and overall design execution is crucial for meeting consumer expectations and achieving high satisfaction levels.

## 6.2 Recommendations

Based on the study's findings, several recommendations can be made for future design endeavors in Indo-Western clothing:

- **Explore Further Cultural Motifs:** Building on the success of sugar skulls, designers should consider incorporating other culturally rich motifs to diversify the design offerings and appeal to a broader audience.
- **Enhance Quality and Detail:** Maintaining high standards of quality in materials and craftsmanship will ensure that innovative designs are both aesthetically pleasing and durable.
- **Leverage Consumer Trends:** Staying attuned to consumer preferences for vibrant colors and modern silhouettes will help in creating designs that align with current fashion trends.

In conclusion, the integration of sugar skull motifs into Indo-Western dresses presents a promising opportunity for innovation in the fashion industry. By blending traditional cultural elements with contemporary design aesthetics, this approach not only enriches the fashion repertoire but also responds effectively to consumer demand for unique and meaningful fashion choices.

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