

To Study about Acceptance of Animal Prints in Today's Dressing

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ABSTRACT

Fashion designers look to all kinds of things when drawing inspiration for their next collection, and some designers look to animals and organisms for ideas. From birds to insects to sea creatures, designers get creative with their fashion collections. In the textile industry designers, they use art, objects and natural phenomena as inspiration for their designs. This work intends to describe the significance of the origin of animal print designs and to examine the future scope of animal prints in dress collections rather than animal skin materials such as fur and leather. At the same time, this paper can ensure that learn the past of implementing elements of fashion design and learn the use of natural elements in fashion. In this report, a total of nine designs of garments collection were produced on animal prints fabric such as party wear, coats, and skirts. Once the sketches were ready dresses according to the design and inspiration. A questionnaire was conducted to check the acceptance of the prepared dresses. Animal print clothing is garments which have patterns of the skin or fur of animals like leopards, cheetahs, zebra, tigers, giraffes, jaguars, tendu, and ocelots. The finding of the study reveals that all collections on animal print were very attractive and most people are concerned to buy these collections.

Keywords: *Animal Print, Nature element, Art tool,*

INTRODUCTION

The inspiration for designers in the textile industry includes the use of garments, art objects and natural phenomena. These origins of inspiration help the designers to make features of individual designs like shape, structure, pattern, or motifs in stitching. In research and strategic planning, the origin of inspiration has a great role at the start of the design process (1). The selling of garments takes place by their visual and tactile appearance. Customer always chooses products on subjective preferences that means for them the newly bought products should be modern and have new look.

A design should have a mood of the season. As we know that fashion always changes very fast and continually which is a new challenge to skills and resources.

For a long time, the animal is in fashion and gained a lot of attention. It symbolises sophistication, versatility and style. If we observe we can see that this print is not fading and is always in the trend by ruling the fashion industry. Animal print dresses range from seasons and include party wear, coat, skirts, handbags, lingerie, watches, accessories and also home furnishing items (2). Animal print clothing means those garments that have the patterns of animals like leopard, cheetah, zebra, tiger, giraffe, striped hyena, African wild dog, monkey etc. There are many reasons for animal print to be trending since ancient times. As animal print has been used for a long time. It always gained the attention of people (3). Animal print gives elegance, uniqueness and style. There is a major role of celebrities and fashion designers in bringing animal print into a trend. This whole-time trend is liked by all animal print and is making a huge sale in the apparel market.

Without mentioning the season, the animal print can be worn anytime. More than this people think that animal print can be worn by only women it's not true it can be worn by both genders (4). The most important part of getting nature inspiration such as an animal is not just to view it, but to pay more attention and incorporate the elements into the design's aspect i.e., surface texture, the colour of skin etc (5).

Nowadays, there is a heavy requirement for digital animal pattern fabric in the international market. And these are accessible in fabrics like chiffon, satins, silk, velvet, georgette, lycra, cotton, silk, jacquard and many other new fabrics (2). These patterns are sometimes done in 2-3 types of blended fibre. One example of this is a mix of cotton, polyester

and spandex used for cheetah print stretch fabric (7). The advantage of this fabric is it gives necessary security and expands the fabric. Moreover, this animal print is being loved by people all over the world (8).

The intention of this work is to describe the significance of the origin of animal print designs and to examine the future scope of animal prints in dress collections rather than animal skin materials such as fur and leather. At the same time, this paper can ensure that learn the past of implementing elements of fashion design and learn the use of natural elements in fashion.

MATERIALS AND METHODS

In this research project work, the animal print fabric was purchased from the market and changed into street fashionable dresses. First, select the design then draw the drafting and last prepare the pattern. After this process, cutting parts are converted into 3D structure garment products as per the design using the sewing machine.

Ocelot Print:



Fig. 1

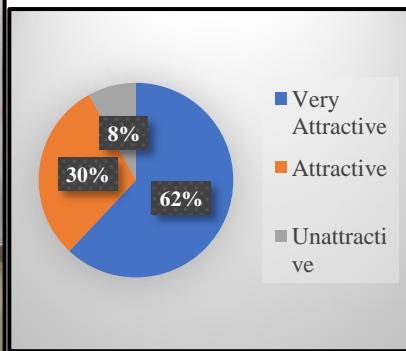


Fig. 2

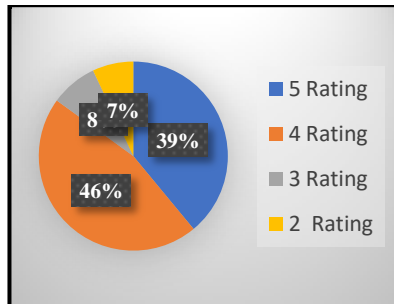


Fig. 3

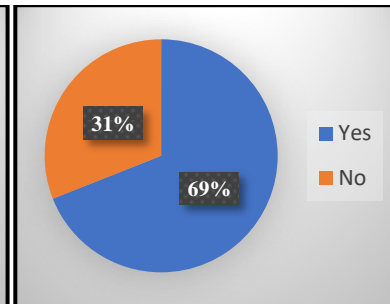


Fig. 4

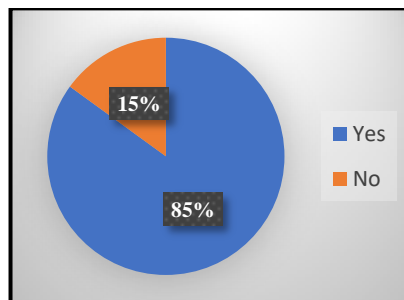


Fig. 5

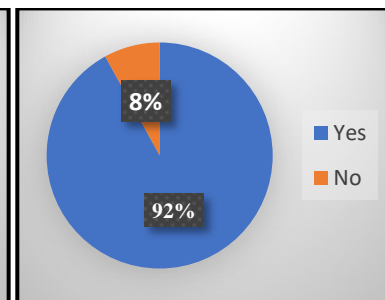


Fig. 6

The results reveal of the questionnaire from fig.1 that 62% of the people are agreed that dress design made on ocelot animal print is very attractive and 30% attractive while others 8% of them have unattractive observation. It is also observed from the data of figure 2 that 39% of people gave the 5 rating and 46% gave the 4 rating, 8% gave the 3

rating, 7% gave 2 rating to this dress in terms of its design. It is also found from figure 3 that 69% of people are agreed to wear the design on some occasion while others 31% people are not agreed to wear this design. The 85% of population is concern about fashion, wearability and modest price of this design and only 15% say that they will not concern about fashion, wearability and modest price of this design and the results are shown in figure 4. It is also clear from the data of figure 6 that 92% of people are interested to buy this garment while 8% are not interested.

Leopard Print:



Fig. 7

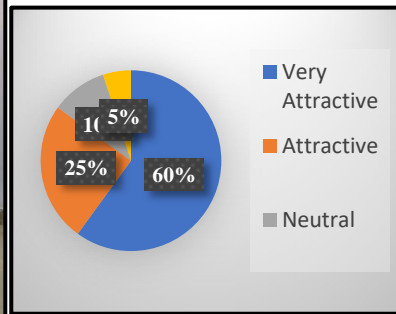


Fig. 8

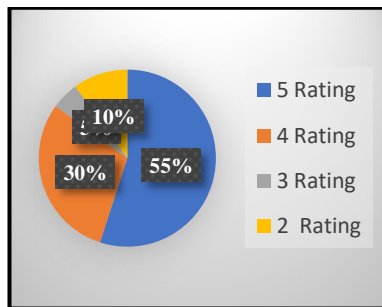


Fig. 9

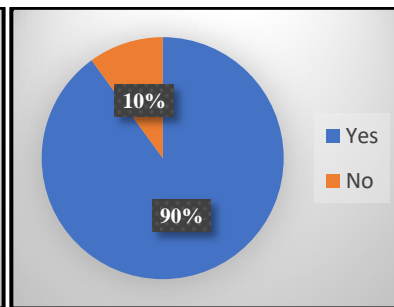


Fig. 10

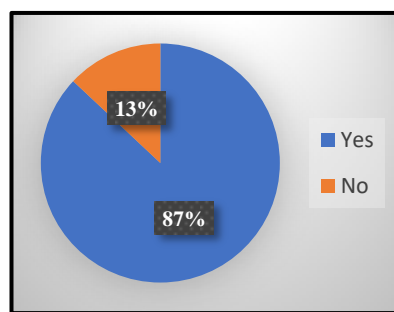


Fig. 11

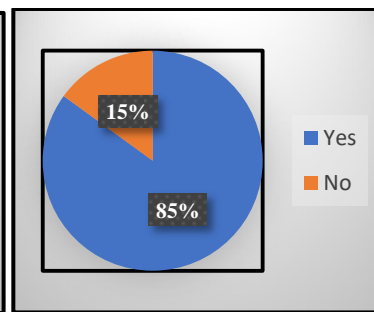


Fig. 12

The results reveal of the questionnaire from fig.7that 60% of the people are agreed that dress design made on leopard animal print is very attractive and 25% attractive. 10% neutral while others 5 % of them have unattractive observation. It is also observed from the data of figure 8 that 55% of people gave the 5 rating and 30% gave the 4 rating, 5% gave the 3 rating, 10% gave 2 rating to this dress in terms of its design. It is also found from figure 9 that 90% of people are agreed to wear the design on some occasion while others 10% people are not agreed to wear this design. The 87% of population is concern about fashion, wearability and modest price of this design and only 13% say that they will not concern about fashion, wearability and modest price of this design and the results are shown in figure 10 It is also clear from the data of figure 11 that 85% of people are interested to buy this garment while 15% are not interested.

Tendua Print:



Fig. 13

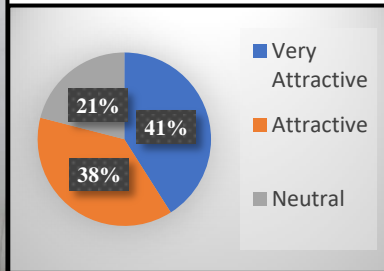


Fig. 14

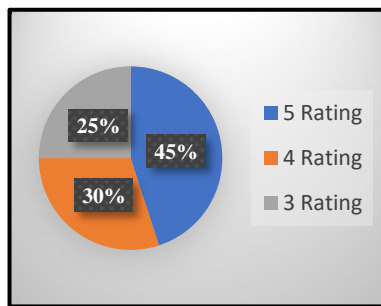
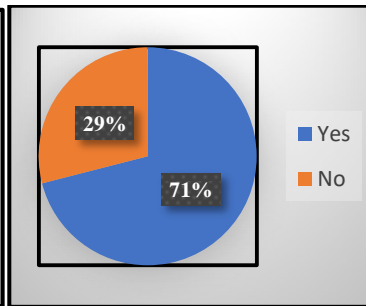


Fig. 15



16

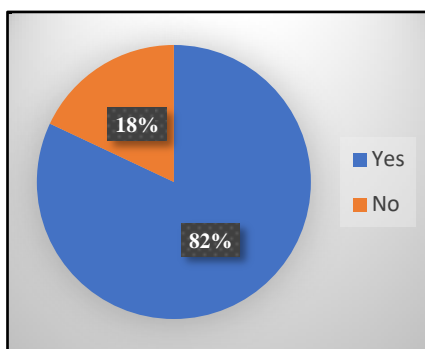


Fig. 17

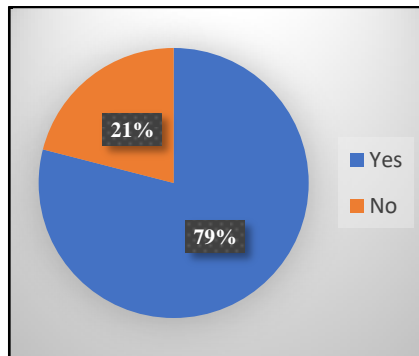


Fig. 18

The results reveal of the questionnaire from fig. 13 that 41% of the people are agreed that dress design made on tendua animal print is very attractive and 38% attractive while others 21% of them have neutral observation. It is also observed from the data of figure 14 that 45% of people gave the 5 rating and 30% gave the 4 rating, 25% gave the 3 rating to this dress in terms of its design. It is also found from figure 15 that 71% of people are agreed to wear the design on some occasion while others 29% people are not agreed to wear this design. The 82% of population is concern about fashion, wearability and modest price of this design and only 18% say that they will not concern about fashion, wearability and modest price of this design and the results are shown in figure 16. It is also clear from of figure 17 the data that 79% of people are interested to buy this garment while 21% are not interested.

Leopard Print:



Fig. 19

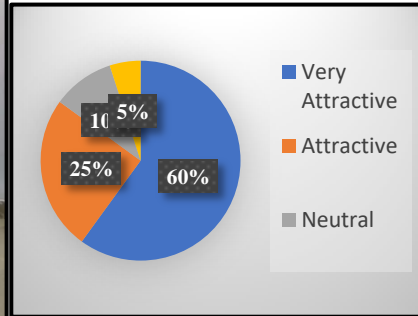


Fig. 20

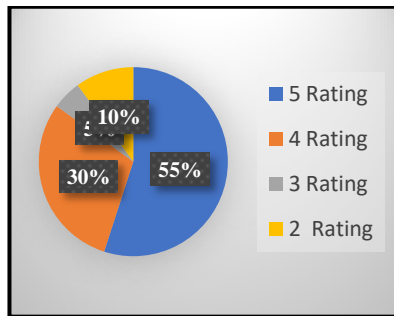


Fig. 21

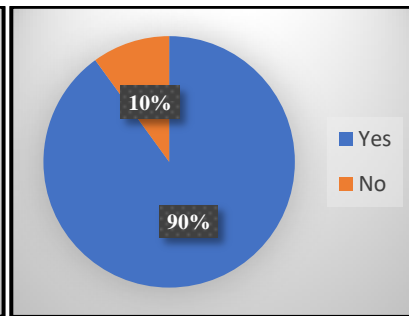


Fig. 22

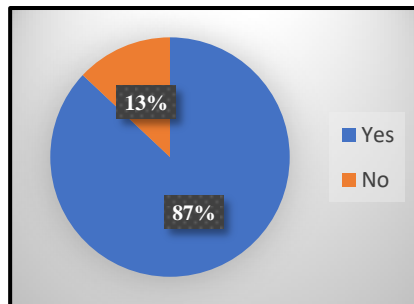


Fig. 23

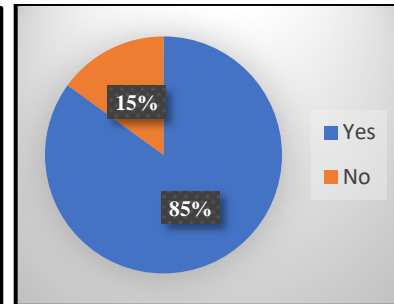


Fig. 24

The results reveal of the questionnaire from fig.19 that 60% of the people are agreed that dress design made on leopard animal print is very attractive and 25% attractive. 10% neutral while others 5 % of them have unattractive observation. It is also observed from the data of figure 20 that 55% of people gave the 5 rating and 30% gave the 4 rating, 5% gave the 3 rating, 10% gave 2 rating to this dress in terms of its design. It is also found from figure 21 that 90% of people are agreed to wear the design on some occasion while others 10% people are not agreed to wear this design. The 87% of population is concern about fashion, wearability and modest price of this design and only 13% say that they will not concern about fashion, wearability and modest price of this design and the results are shown in figure 23. It is also clear from the data of figure 24 that 85% of people are interested to buy this garment while 15% are not interested.

CONCLUSION

In this study, the most important visible manifestation of fashion and life style is mirrored through our clothing. It was concluded that the all-designedresses collection on animal print were positive response by all the respondents and they graded them excellent to good. Thus, we evolve designs was extracted and developed in abstracted foam these designs are inspirational and attract to end consumer andalso the marketability.

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