



## Short Communication

# Innovation of Denim Kurtis incorporating ribbon embroidery

Deepika Jain<sup>1</sup> and Rena Mehta<sup>2\*</sup>

<sup>1</sup>IIS University, Jaipur, Rajasthan, India

<sup>2</sup>Swami Vivekanand University, Meerut, UP, India  
renamehta@rediffmail.com

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## Abstract

Ribbon embroidery is an old art that had attained popularity in the present era. Craft enthusiasts are consistently after the renovation of the traditional forms. Denim kurtis are available in the market without much embellishment except some that are embroidered by the machine. This study is carried out to design and develop denim kurti using ribbon work, to analyse best preferred stitches for a selective width of ribbon and to get acceptability and marketability of the designed Denim Kurtis, 20 females of age group 20-30 years from the field of fashion and textiles were selected as respondents. Kurti2 was most preferred by people, on which ribbon embroidery is done by ½ inch width of ribbon. People liked the overall appearance of Denim kurtis.

**Keywords:** Innovation, Denim, Kurtis, Incorporating, Ribbon, Embroidery.

## Introduction

Creativity triggers innovativeness which enable one to come out with new concepts and ideas which are relevant in the designing and implementation of fashion<sup>1</sup>. Denim, is counted as one of the favourite fabric of the youngsters which has indeed come a long way. The choice of denim clothing has remained unchanged although the clothing choices of a consumer are unstable and unpredictable. Denim has captured the Market share universally and has increased unpredictably in the last few decades<sup>2</sup>. Denim is a good choice for casual jackets, skirts and jeans. In recent years, Denim kurtis are highly preferred by consumers as a result wear ability of denim has increased. The clothing made of denim can often be sold in high prices depending on its fit, ornamentation, finishing and brand<sup>8</sup>. Denim kurtis available in market are mostly plain or some are embellished with machine embroidery. Ribbon hand work on denim kurtis can be innovative and creative product for the market.

Ribbon Embroidery is an embellishment form that is considered as romantic embroidery since ages, done using satin ribbon of various widths to create beautiful floral motifs and decorative stitch patterns also created on accessories<sup>3</sup>. Rocco commonly known as ribbon embroidery is as old as the history of silk ribbon embroidery. It has made its first appearance in England in early 17<sup>th</sup> century when London dressmakers began copying French technique of embroidery de faviour<sup>4</sup>. Fifty years back silk ribbon embroidery has made its resurgence in fashion<sup>5</sup>. Ribbon embroidery is simply done with different widths of ribbons, rather than embroidery floss. Ribbon embroidery begins with three things: Fabric, a chenille needle and satin ribbon. Ribbons come in different widths like 1 inch, ½ inch, ¼ inch etc and in

many different colours<sup>6</sup>. Different stitches used in creating floral arrangements and beautiful patterns with are lazy daisy, straight stitch, stem stitch and French knot, ribbon stitch, Rose stitch etc. Now a day's Ribbon embroidery is explored and known<sup>7</sup>. This research is an attempt to check which widths of ribbon are suitable on 6 stitches of ribbon work on denim kurtis. The study was planned to assess the denim kurties that are embellished with satin ribbons in terms of ribbon width used, type of stitch, over all appeal and also to analyse the best stitches suitable for the selected width of ribbon in conjunction with to access the acceptability of developed range of denim kurtis.

## Methodology

Ribbon work was done on Denim fabric to design kurtis. Six different types of stitches were used. Straight Stitch, French knot, Ribbon Stitch, Lazy Daisy, Rose stitch and Stem Stitch using varied widths of ribbons. Denim kurti of size-34<sup>9</sup> was selected for ribbon embroidery. Five Motifs were prepared using Corel Draw (Figure-1) for embroideries with ribbon. Motifs were created keeping in mind the usage of different width of ribbons within the design. Ribbon of ¼ inch, ½ inch and 1 inch will be selected for the Ribbon embroidery on Denim Kurtis. A five point likert scale was used for ranking the motifs and layouts in order to select the best preferred motif and the layout for embellishing the kurties. The selected motif was placed at different placements on kurties. Six different layouts were made.

## Results and discussion

Ribbon Embroidery was done on three denim kurtis with the different widths of ribbon to check suitable width of ribbon for

six different stitches. Ribbon embroidery is done by ¼ inch width of ribbons in Kurti 1, Ribbon embroidery is done by ½ inch width of ribbons in Kurti 2 and In Kurti 3, ribbon embroidery is done by 1 inch width of ribbons.

**Table-1:** Preference of Motifs N=5

Category	1=	2=	3=	4=Very	5=
	Poor	Fair	Good	Good	Excellent
Per Cent					
Motif 1	20	20	40	20	-
Motif 2	-	20	20	60	-
Motif 3	20	-	40	20	20
Motif 4	-	20	20	40	20
Motif 5	-	20	20	-	60

Motif 5 was best preferred motif amongst the other motifs. The data further showed (Table-1) that 60% of respondents gave Excellent to Motif 5 of ribbon work on Denim Kurtis. Respondents stated that this motif is simpler for ribbon work and it will look good on denim kurtis. 60% of respondents rated Very Good to Motif 2 and 40% of respondents gave Good to Motif1 and Motif3 for ribbon embroidery on Denim Kurtis.

**Table-2:** Preference of Layouts N=5

Category	1=	2=	3=	4=Very	5=
	Poor	Fair	Good	Good	Excellent
Per Cent					
Layout1	20	-	-	40	40
Layout2	-	20	60	-	20
Layout3	60	-	20	-	20
Layout4	-	20	20	60	-
Layout5	-	40	20	40	-
Layout6	-	40	40	20	-

From the Table-2, it can be analyzed that 40% of respondents gave Excellent to Layout 1 and 40 % of respondents rated Very Good to Layout1 for ribbon embroidery. Layout 1 is most preferred by respondents for ribbon embroidery on denim kurtis.

**Table-3:** Awareness about Ribbon Embroidery. N=20

Category	No. of Respondents	Per cent
Yes	18	90
No	2	10

From the above data, it can be analyzed that 90% of respondents knew about ribbon embroidery and 10% of respondents don't know about ribbon embroidery.

All respondents knew about different stitches of embroidery. They knew about straight stitch, stem stitch, lazy daisy and French knot of Ribbon embroidery. Respondents stated that Ribbon stitch and Rose stitch are new for them.

The respondents did not heard about ribbon embroidery on Denim kurtis. Respondents mentioned that they knew about machine embroidery on denim kurtis but they haven't heard about Ribbon embroidery on Denim kurti.

**Table-4:** Amalgamation of Ribbon Work with Denim Kurti. N=20

Category	No. of Respondents	Per cent
Yes	11	55
No	9	45

From the above data, it can be analyzed that 55 % of respondents said that ribbon work is amalgamated with denim kurti and 45 % of respondents stated that Ribbon work is not amalgamated with denim kurtis.

Respondents were interested wanted to see the product of ribbon embroidery on denim kurtis. Respondent said that they have seen other different embroideries like chikankari, zardozi, kantha, and mirror work etc on kurtis but they have not seen ribbon work. They really like to see the product of ribbon work on denim kurtis. Out of the total 90% of respondents would like to buy the product of ribbon embroidery on Denim kurtis and 10% of respondents wouldn't like to buy denim kurtis of ribbon work.

**Table-6:** Preference for Ribbon work on Denim Kurtis. N=20

Category	No. of Respondents	Per cent
Kurti1	5	25
Kurti2	9	45
Kurti3	6	30

From the above data, it can be analyzed that most of respondents liked kurti 2, which is done by ½ inch width ribbon on Denim kurti. Respondents stated that kurti 2 ribbon work is attractive because it is more visible than kurti 1 and stem stitch, straight stitch and ribbon stitch are fine than kurti 3. 30% of respondents preferred kurti3, which is done by 1 inch width ribbon and 25% of respondents preferred kurti1, on which ribbon embroidery is done by ¼ inch width ribbon on denim kurti.



Figure-1: Denim kurties embellished with ribbon embroidery.

Table-7: Preference of Stitches used for Ribbon Embroidery N=20

Category	Kurti 1		Kurti 2		Kurti 3	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Straight Stitch	14.6	19.1	16.8	23.1	13.4	15.8
Stem Stitch	16.8	22.8	15.8	18.1	9.8	9.5
Ribbon Stitch	15	16	16	27.1	12.4	17.7
French Knot	12.6	16.9	15.4	15.4	14.8	14.7
Lazy Daisy	15.4	14.1	13.8	15.8	13.4	15.8
Rose Stitch	14.4	15.7	17	19.5	16.4	21.3

From Table-7, it can be analyzed that most of respondents preferred the Straight stitch of Kurti 2 that is done by ½ inch width of ribbons and stem stitch of kurti1 that is done by ¼ inch width of ribbons. Respondents stated that stem stitch by ¼ inch

width ribbons is neat. Kurti 2 Ribbon stitch is preferred by most of respondents. Most of respondents preferred French knot of kurti 1, Lazy daisy of Kurti 2 and Rose stitch of kurti3 that is done by 1 inch width of Ribbons.

**Table-8:** Acceptability of Denim Kurtis of Ribbon Work. N=20

Category	Poor	Fair	Good	Very Good	Excellent
	Per cent				
Placement of Motif	0	5	30	30	35
Suitability of Motif to the end use of design	0	0	30	45	25
Preference of denim kurti in term of elegance	0	20	35	40	5
Combination of colors of ribbon on denim kurti	0	0	40	40	20
Overall Appearance	0	0	25	40	35
Cost of Product	0	5	20	45	30

From Table-8, it is analyzed that 35% of respondents gave excellent to the placement of motif for ribbon embroidery on denim kurtis. 45% of Respondents gave very good to the suitability of motif to end use of design. 40% of respondents gave very good to preference of denim kurti in term of elegance. 40% of respondents gave good and 40% of respondents gave very good to combination of ribbon colors used in motif for ribbon embroidery on denim kurti. 35% of respondents gave excellent and 40% of respondents gave very good to overall appearance of denim kurti. 45% of respondents gave very good and 30% of respondents gave excellent to cost of product.

**Table-9:** Cost of the Product (in Rupees).

S. No.	Variables	Kurti 1 (Rs)	Kurti 2 (Rs)	Kurti 3 (Rs)
1.	Cost of fabric	150	150	150
2.	Cost of stitching	150	150	150
3.	Cost of ribbons	50	75	80
4.	Cost of labour	100	100	100
5.	Cost of finishing	30	30	30
6.	Total cost	480	505	510
7.	Profit percent	20	20	20
8.	Sales Price	576	606	612

## Conclusion

The study concludes that people knew about ribbon embroidery and different stitches of ribbon embroidery but they haven't heard about ribbon embroidery on denim kurtis and they like to see the product of denim kurtis with ribbon work. Different widths of ribbons are suitable for different stitches for ribbon work. Stem stitch and French knot can be done by 1/4 inch width of ribbons. Straight Stitch, Lazy daisy and Ribbon Stitch can be done by 1/2 inch width of ribbons. Rose stitch can be done by 1 inch width of ribbons. People liked the overall appearance of Denim kurtis, Combination of colors of ribbons on denim kurtis, Placement of motif and cost of the product. Kurti2 was most Preferred by people, on which ribbon embroidery is done by 1/2 inch width of ribbon because of attractiveness of ribbon work, ribbon work is more visible than kurti1 and stem stitch, straight stitch and ribbon stitch of Kurti2 are fine than kurti3.

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