

# INEXPENSIVE FASHION BY USING MUSLIN FABRIC

Ashika R S<sup>[1]</sup>, Dr. V. Maheshwari<sup>[2]</sup>

M.Sc. Costume Design and Fashion<sup>[1]</sup>, Associate Professor<sup>[2]</sup>

Department of Costume Design and Fashion  
PSG College of Arts and Science, Coimbatore

**Abstract:** Fashion is a form of imitation, its differentials one time from another and from one place to place.<sup>[3]</sup> Fashion in which the latest styles are available for all classes of consumers, but due to prices every consumer can't afford it.

Inexpensive fashion earns consumers to purchase trendy clothing at an affordable price. The main aim of the study is to bring muslin as a ready to wear fashion. The muslin is chosen because it is 100% cotton and one of the cheapest fabrics that available around the world. Consumer can buy the clothes with affordable prices. In this research total of 15 designs were prepared and subjected to visual evaluation for the selection of 3 best designs. The designs are mainly focusing on the style and comfort. Survey was prepared and distributed among the students to find the acceptance of muslin fabric as a ready to wear fashion.

**KEYWORDS:** Muslin, Benefits of muslin, Care for muslin.

## 1. INTRODUCTION

Fashion is a look for a certain place and time. Fashion is not only seen as purely aesthetic; fashion is also a medium for people to create an overall effect and express their opinion. Due to the increased mass-production of commodities, clothing at lower prices and global reach, sustainability has become an urgent issue among consumers and brands. To overcome this problem using sustainable products with lower price.

Muslin is the cotton fabric of plain weave. Muslin is coming in lots of different weights from delicate sheers to coarse sheeting. Mosul in Iraq which is believed to be its place of origin but later proved to have been farther east, in Dhaka in Bangladesh. Dhaka's muslin was applicable to three important factors, special cotton is used, the fineness of its hand spun yarn and the extraordinary skill of its weavers. After agriculture, handloom industry is considered as the oldest and largest industry<sup>[1]</sup>.

The tradition of weaving the richest aspect in Bangladesh. The handloom can meet every need from intense fabrics of daily use. The art of weaving is old as human civilisation. Muslin is extremely durable and inexpensive fabric. Muslin is easily dyed for any application.<sup>[2]</sup>

Muslin should be cared properly and gently while washing. When washing use cold water and use light laundry detergent. Tumble dry on low. While drying, use hanging method.

## 1.1 OBJECTIVE

- To design and construct an inexpensive fashion by using muslin fabric.
- To make people aware of the muslin garments.
- To ensure the comfortable feel to the wearer.
- To give fashionable look to the wearer.
- To make people aware be decorative stitches.

## 2 METHODOLOGY

### 2.1 Selection of fabric

The main aim of this research is inexpensive fashion by using muslin fabric. So, unbleached muslin is taken for this research. Muslin is a loosely woven cotton fabric. It is a loosely woven cotton fabric of plain weave technique. Very good breathable material.

### 2.2 Techniques of data collection

It is a need-based study therefore a baseline study was conducted to check the need to develop garment by using muslin. This was done by observing the amount spent for a garment. When the need study was established, a field study was planned to understand the problems faced by the consumers during garment purchasing. A survey was prepared to identify these problems and market potential value of these garments.

### 2.3 Selection of silhouette & embellishments

The design of garments was developed for women. A total of 15 designs of garments were sketched, under the 15 designs 3 designs were prepared. Three different kinds of silhouette are taken. They are asymmetrical, a-line dress, maxi dress, flared dress. All designs were ranked according to their preference obtained.

In three different dresses three different types of embellishment technique is used. Simple embellishment technique is used to minimize the cost of the product.

### 2.4 Data analysis

Through surveys the data are collected. The data obtained from the survey schedule was presented through pie diagram. About 10 questions were prepared related to the comfort, style and market value.

### 2.5 Cost calculation

Cost calculation for each garment was done by adding the cost of fabric, embellishments, fasteners and stitching charges. Simple embellishment is used, so the time taken for the embellishment is less. Therefore, the cost of garment will be less.

### 2.6 Evaluation of constructed garments

Finally, garments are worn by the customers. The evaluation was done by using survey. The attributes used for evaluation of the constructed garments were comfort, market value and overall appearance.

## 2.7 GARMENTS & EMBELLISHMENTS

### GARMENT 1 - ASYMMETRICAL DRESS WITH BEADS & SEQUINS



**Front Bodice:** Asymmetrical dress with beads & sequins, V- neckline.

**Sleeve:** Puff in elbow to wrist area.

**Back Bodice:** Round neck, invisible zipper is used in center back bodice.

### GARMENT 2 - FLARED DRESS WITH STENCIL PRINTING



**Front Bodice:** Flared dress with stencil printing, round neckline, stencil is made in OHB sheet.

**Sleeve:** Puff sleeve.

**Back Bodice:** Round neck & Invisible zipper is used in centre back bodice for opening.

### GARMENT 3 – FIT & FLARE DRESS WITH EMBROIDERY



**Front Bodice:** Fit & flare dress with embroidery, lazy daisy and French knot stitch are used, Pleats in the centre front bodice & Pleated neckline.

**Sleeve:** Sleeve with ruffles in the end.

**Back Bodice:** Invisible zipper used in back for opening.

## 2.8 SURVEY

1. Is the design attractive?

Sl. No:	IS THE DESIGN ATTRACTIVE	PERCENTAGE
1	YES	95
2	NO	5
	<b>TOTAL</b>	<b>100</b>

TABLE I SHOWING IS THE DESIGN ATTRACTIVE

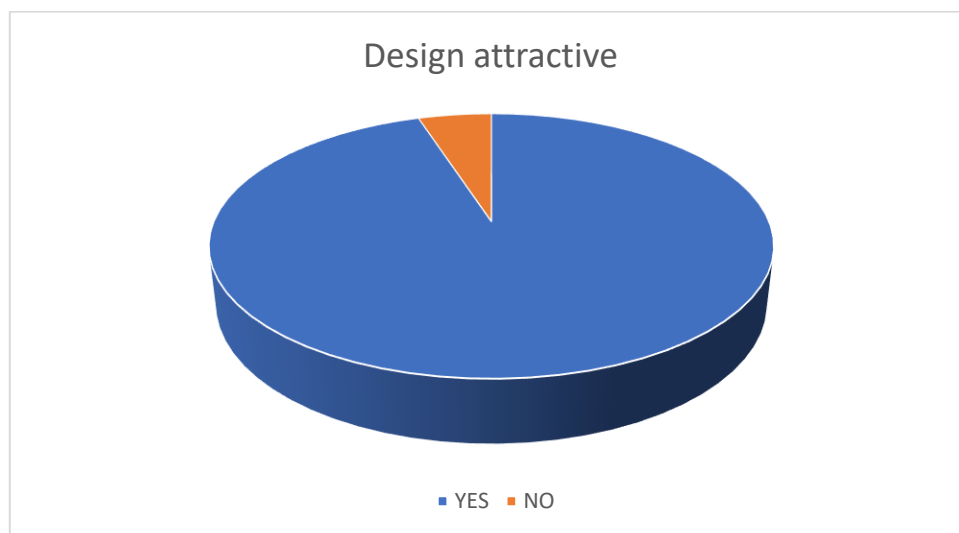


FIGURE I SHOWING IS THE DESIGN ATTRACTIVE

From the table-I and figure I, it is concluded that out of the total respondents taken for the study, 95% respondents opined that the design is attractive and the only 5% opined the design is not attractive.

2. Is the material used is suitable for this garment?

Sl. No:	IS THE MATERIAL USED IS SUITABLE FOR THE GARMENT	PERCENTAGE
1	NOT SUITABLE	10
2	VERY SUITABLE	90
	<b>TOTAL</b>	<b>100</b>

TABLE II SHOWING THE MATERIAL IS SUITABLE FOR THIS GARMENT

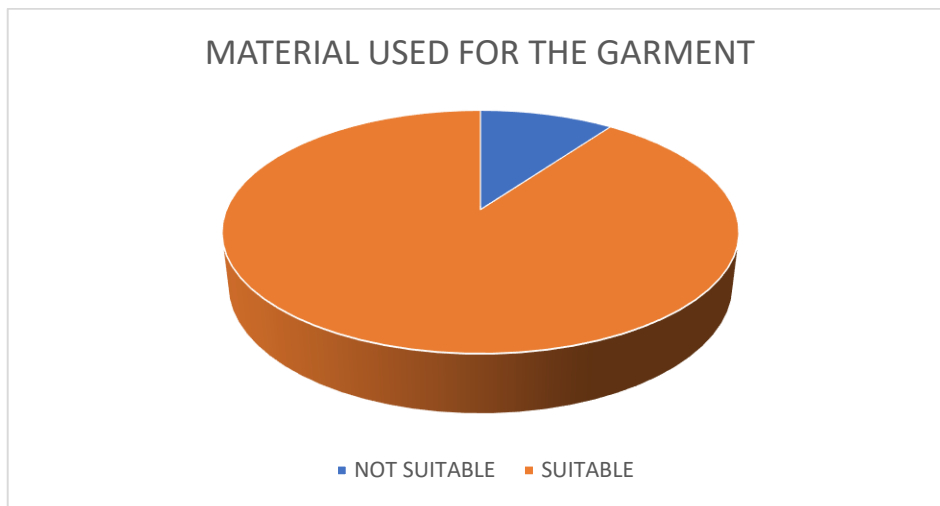


FIGURE II SHOWING THE MATERIAL IS SUITABLE FOR THIS GARMENT

From the table-II and figure II, it is concluded that out of the total respondents taken for the study, 90% respondents opined that the material is suitable for the garment and 10% opined it is not suitable.

3. Is the embellishment is good in the garments?

Sl. No:	IS THE EMBELLISHMENT USED IN THE GARMENT IS GOOD	PERCENTAGE
1	NOT GOOD	4
2	GOOD	96
	<b>TOTAL</b>	<b>100</b>

TABLE III SHOWING THE EMBELLISHMENT IS GOOD FOR THE GARMENT

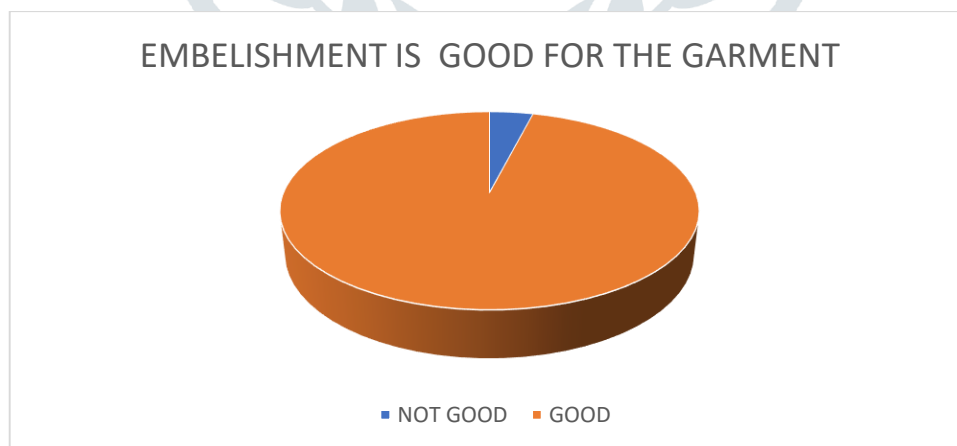


FIGURE III SHOWING THE EMBELLISHMENT IS GOOD FOR THE GARMENT

From the table-III and figure III, it is concluded that out of the total respondents taken for the study, 96% respondents opined that the embellishment is good for the garment and 4% opined that the embellishment is not good for the garment, it means they need more embellishment and designs in the garment.

4. Are you satisfied with the garments?

Sl. No:	IS THE GARMENT IS SATISFIED	PERCENTAGE
1	SATISFIED	97
2	NOT SATISFIED	3
	<b>TOTAL</b>	100

TABLE IV SHOWING THE SATISFACTION ABOUT THE GARMENT



FIGURE IV SHOWING THE SATISFACTION ABOUT THE GARMENT

From the table-IV and figure - IV, it is concluded that out of the total respondents taken for the study, 97% respondents opined that the satisfaction about the garment is good and only 3% opined that they are not satisfied.

5. Do you think the embroidery given on the garment is suitable and enlightening?

Sl. No:	IS THE EMBROIDERY GIVEN ON THE GARMENT IS SUITABLE AND ENLIGHTENING	PERCENTAGE
1	SUITABLE AND ENLIGHTENING	95
2	NOT SUITABLE	5
	<b>TOTAL</b>	100

TABLE V SHOWING THE EMBROIDERY GIVEN ON THE GARMENT IS SUITABLE AND ENLIGHTENING



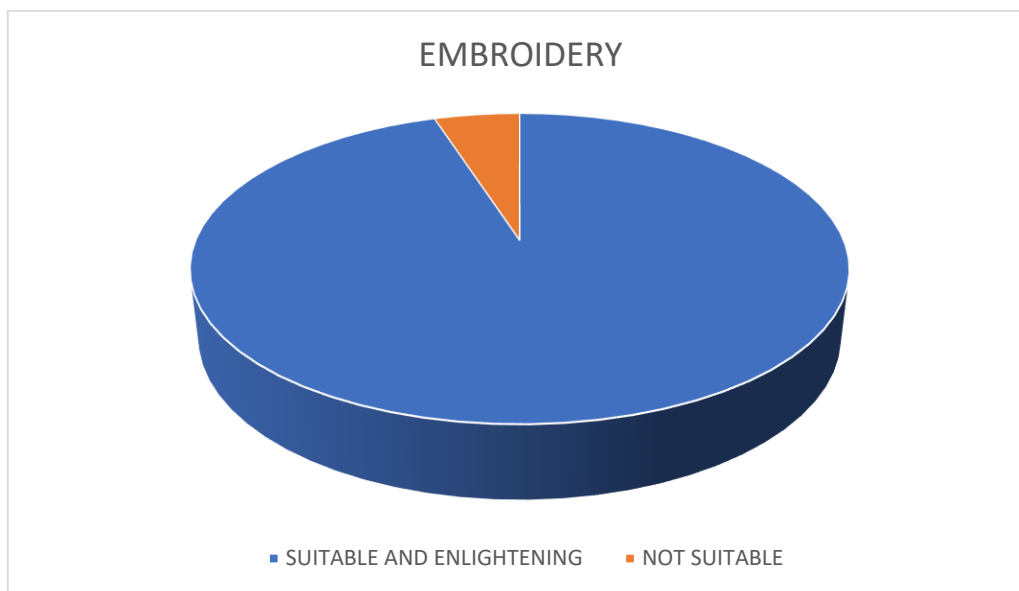


FIGURE V SHOWING THE EMBROIDERY GIVEN ON THE GARMENT IS SUITABLE AND ENLIGHTENING

From the table-V and figure V, it is concluded that out of the total respondents taken for the study, 95% respondents opined that the embroidery given on the garment is suitable and enlightening and 5% opined that the embroidery is not much suitable for the garment.

6. Do you expect more varieties of muslin garments in the market?

Sl. No:	DO YOU EXPECT MORE VARIETIES OF MUSLIN GARMENT IN THE MARKET	PERCENTAGE
1	YES	98
2	NO	2
	<b>TOTAL</b>	100

TABLE VI SHOWING EXPECT MORE VARIETIES OF MUSLIN GARMENT IN THE MARKET

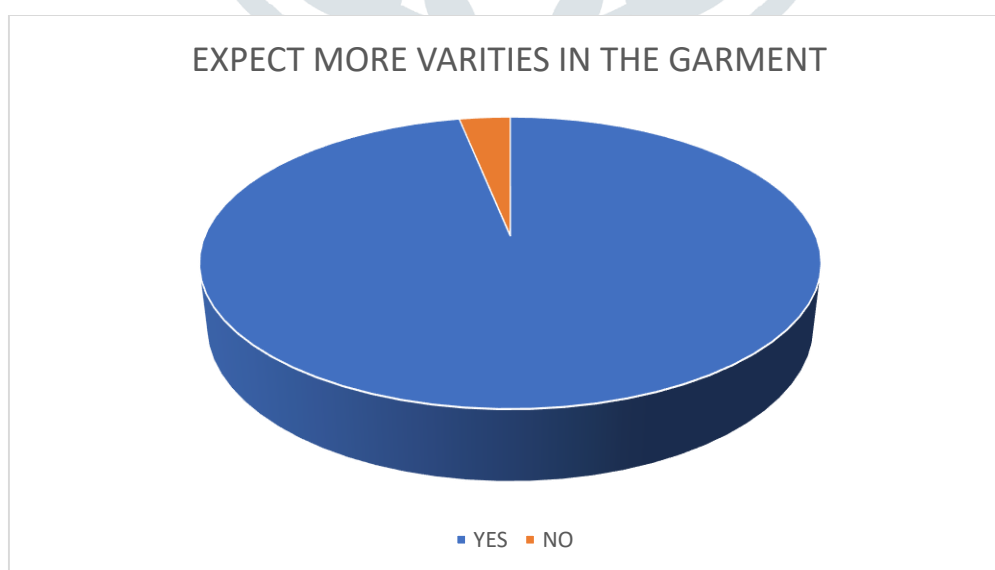


FIGURE VI SHOWING EXPECT MORE VARIETIES OF MUSLIN GAREMNT IN THE MARKET

From the table-VI and figure VI, it is concluded that out of the total respondents taken for the study, 98% respondents opined that they expect more varieties of muslin garment in the future market and 2% doesn't.

7. Will you suggest this type of garment to your friend?

Sl. No:	SUGGEST THIS TYPE OF GARMENT TO YOUR FRIENDS	PERCENTAGE
1	YES	97
2	NO	3
	<b>TOTAL</b>	<b>100</b>

TABLE VII SHOWING SUGGEST THIS TYPE OF GARMENT TO FRIENDS

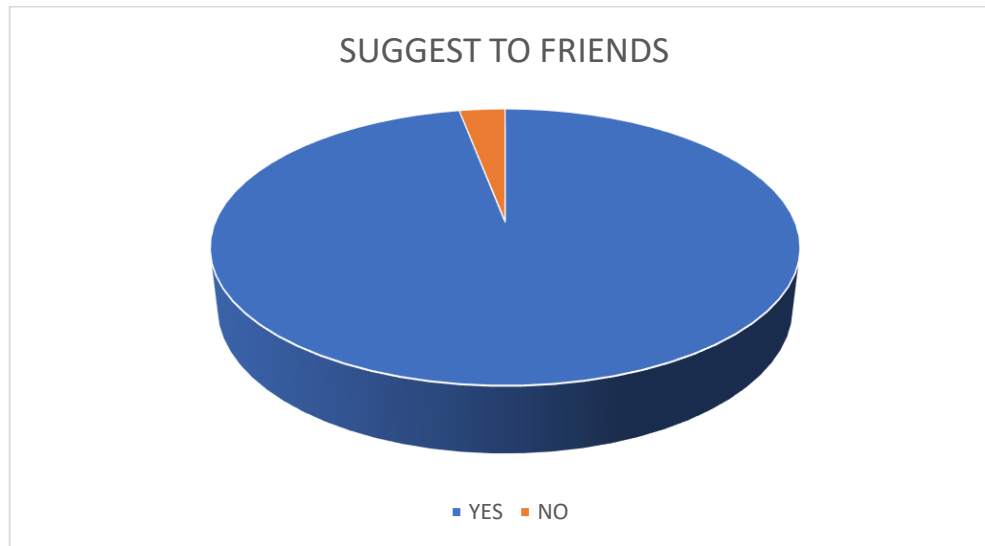


FIGURE VII SHOWING SUGGEST THIS TYPE OF GARMENT TO FRIENDS

From the table-VII and figure VII, it is known that out of the total respondents taken for the study, 97% of the respondents will suggest this type of garment to their while 3% doesn't

8. Do you think the garment is portable while travelling?

Sl. No:	IS THE GARMENT IS PORTABLE WHILE TRAVELLING	PERCENTAGE
1	YES	94
2	NO	6
	<b>TOTAL</b>	<b>100</b>

TABLE VIII SHOWING THE GARMENT IS PORTABLE WHILE TRAVELLING



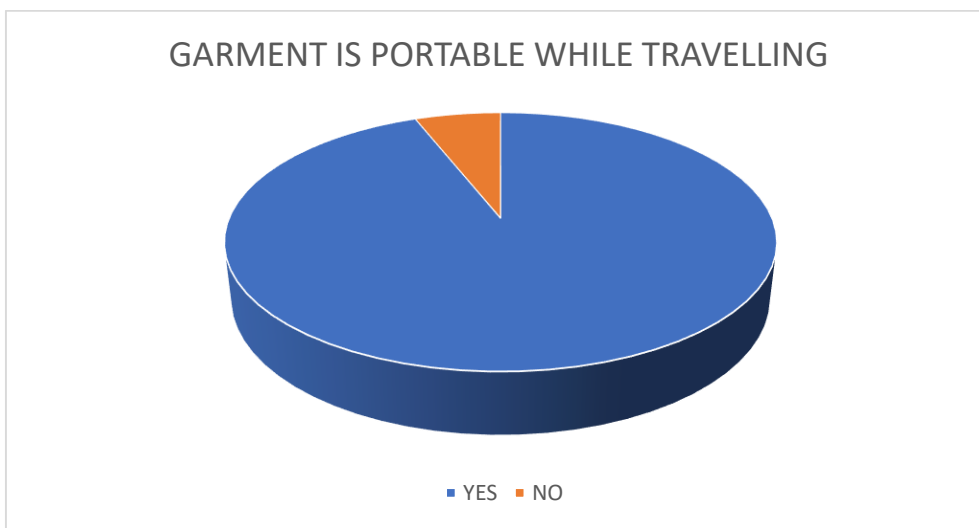


FIGURE VIII SHOWING THE GARMENT IS PORTABLE WHILE TRAVELLING

From the table-VIII and figure VIII, it is concluded that out of the total respondents taken for the study, 94% respondents opined that the garment is portable while travelling and just 6% opposed it.

9. Is the garment is inexpensive?

Sl. No:	IS THE GARMENT IS INEXPENSIVE	PERCENTAGE
1	YES	90
2	NO	10
	<b>TOTAL</b>	<b>100</b>

TABLE IX SHOWING IS THE GARMENT IS INEXPENSIVE

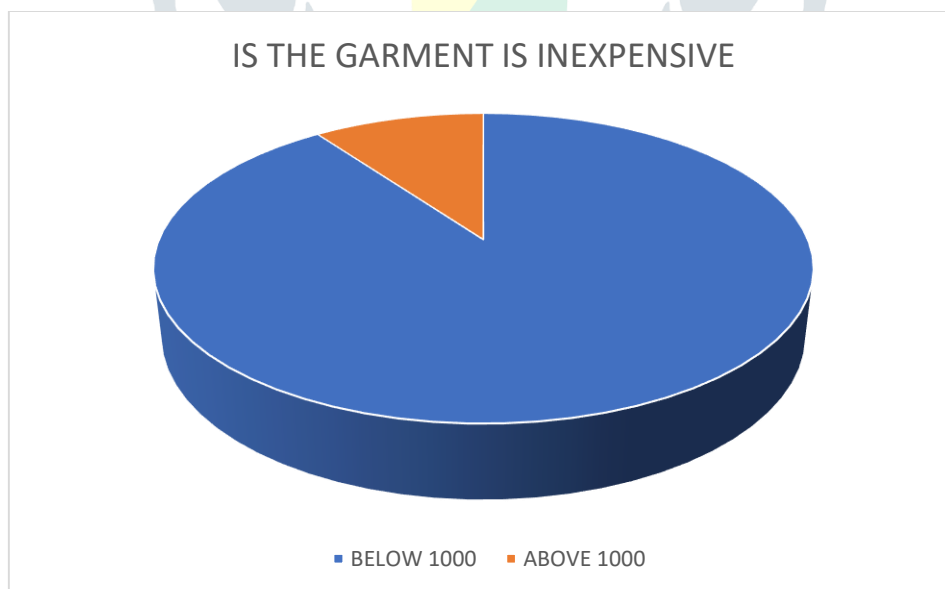


FIGURE IX SHOWING IS THE GARMENT IS INEXPENSIVE

From the table-IX and figure XXXIV, it is concluded that out of the total respondents taken for the study, 90% respondents opined that the garment is inexpensive and 5% opined it's not.

## 10. Market potential about the garments

Sl. No:	IS THE GAREMENT IS MARKET POTTENTIAL	PERCENTAGE
1	YES	95
2	NO	5
	<b>TOTAL</b>	<b>100</b>

TABLE X SHOWING THE MARKET POTENTIAL ABOUT THE GARMENT

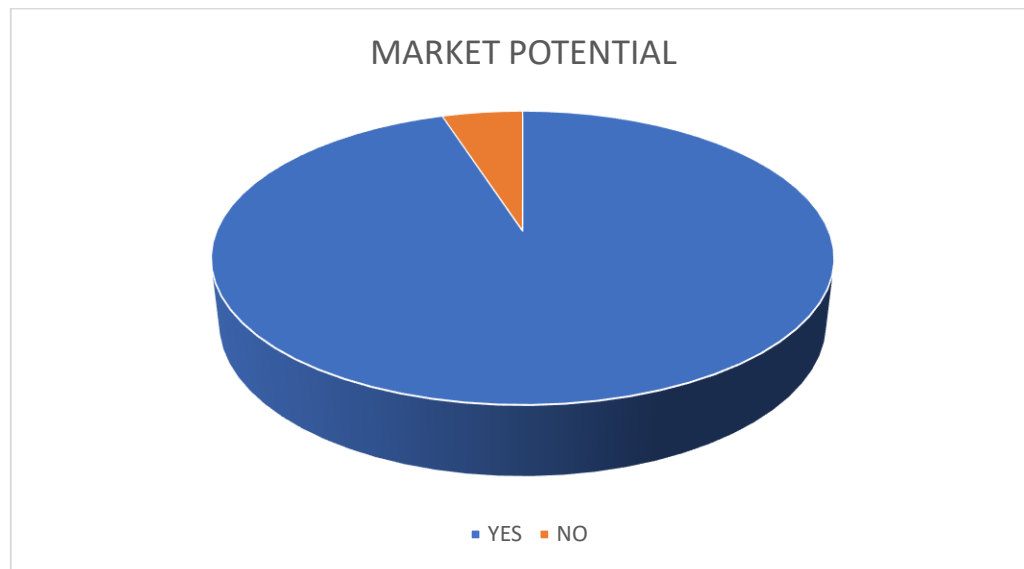


FIGURE X SHOWING THE MARKET POTENTIAL ABOUT THE GARMENT

From the table-X and figure X, it is concluded that out of the total respondents taken for the study, 95% respondents opined that the garment is markedly potential and 5% opine its not.

## 2.9 RESULT

Muslin is usually made from cotton fibers. The material is best used for hotter climates that do not experience a lot of moisture throughout the year. Muslin will be cooler than regular cotton. The reason for that is that muslin is a plain weave structure, low thread counts and it is a looser weave. It is a cheap cloth to buy. So, in this study it resulted that muslin is good for garment purposes and affordable to buy. The inexpensive fashion by using muslin fabric is designed and constructed. The garment looked elegant, traditional, and fashionable.

In the survey 95% people think the design is attractive. I use simple designs and silhouette. To look the garment more attractive I use embroidery, printing, and ruffles. 85% people approved that the garment is suitable for ready to wear. The fabric I used is muslin fabric it the 100% natural cotton material. So, it is very comfortable to wear. 96% people said that the embellishments is more attractive in the garments. I used sequins, stencil prints, beading, and lazy daisy embroidery. It is easy embellishment and time taken for the embellishment is less, so the cost of the garment is also low. The approximate cost of the garment is 500, it is very affordable to buy. 97% are fully satisfied about the garment. 98% need more varieties in the garment. Muslin is a very good breathable fabric and portable while travelling. The market potential of the garment is good.

### 3 CONCLUSIONS

This study is mainly focusing on inexpensive garments by using muslin fabric. Muslin is the 100% cotton fabric. And one of the cheapest fabrics around the world. Muslin is used for prototype fitting of the garment before cutting and sewing of the final product. Here uses muslin as a final garment product. The main advantage of these garments is the style, comfort, fitness. Three garments are designed with three different silhouettes with different embellishments.

In this study through the questionnaire most of the people opined that the design is attractive, elegant and give ideal look to the wearer. People are satisfied about the garment and the embroidery given in the garment is more suitable and enlightening. The embellishment given to the garment is more attractive. They expect more varieties and design in the garment. Most the people opined that they suggest the garment to their friend. They will buy the garment not just out of impulse but of keen interest and affordable price of the garment. This study concluded that muslin is more suitable for this project, because it is inexpensive, breathable and easy to wear and portable for travelling.

### 4 REFERENCE

1. Rahanat Ara Jafar, Istiaque Ahmed & A M Rezwanul Habib (2019). An Empirical Study on Continuation, Transformation and Transfiguration of Homestead Layout and Space Organisation of Handloom Communities in Bangladesh.
2. Canvas ETC. Muslin Fabric – History, Uses & Benefits, from [https://www.canvasetc.com/muslin-fabric/#:~:text=Muslin%20fabric%20is%20made%20from,and%20which%20are%20further%20defined.&text=Muslin%20gets%20its%20name%20from,was%20first%20discovered%20\(Mosul\).](https://www.canvasetc.com/muslin-fabric/#:~:text=Muslin%20fabric%20is%20made%20from,and%20which%20are%20further%20defined.&text=Muslin%20gets%20its%20name%20from,was%20first%20discovered%20(Mosul).)
3. Georg Simmel (1957) American Journal of Sociology, Vol. 62, No. 6, from <https://www.jstor.org/stable/2773129?seq=1>