

THE INFLUENCE OF TRADITIONAL EMBROIDERY ON GLAMOROUS FASHION INDUSTRY

Neha Sharma, Navjot Kaur

Chandigarh School of Business, Jhanjeri, Mohali

Abstract

For many years, embroidery has been used to decorate fabrics and bring forth their beauty. Females used to embellish their clothing with many traditional embroidery techniques during the time of our ancestors, when hand stitching was more common. An old-fashioned needlecraft known as embroidery has been used all over the world to decorate and adorn textiles. The embroidery craft and how it affects the fashion business are the main topics of this study. India's specialty has historically been embroidery. The nation has been supplying the significant local and international demand for clothing adorned with sequins, crystals, and embroidery. The study showed the deterioration of this craft and the situation facing embroiderers today. People are increasingly forgetting about ancient crafts and turning to new invention in a world that is becoming more industrialized and dominated by technology. As a result, artisans are switching to other occupations, and art is losing its hold. To comprehend the impact of this art's demise on the fashion industry, study is being done. The goal of the current article was to investigate and identify problems with traditional craftsmanship as well as to promote the abilities of traditional artists who may contribute to the growth of art in the fashion industry.

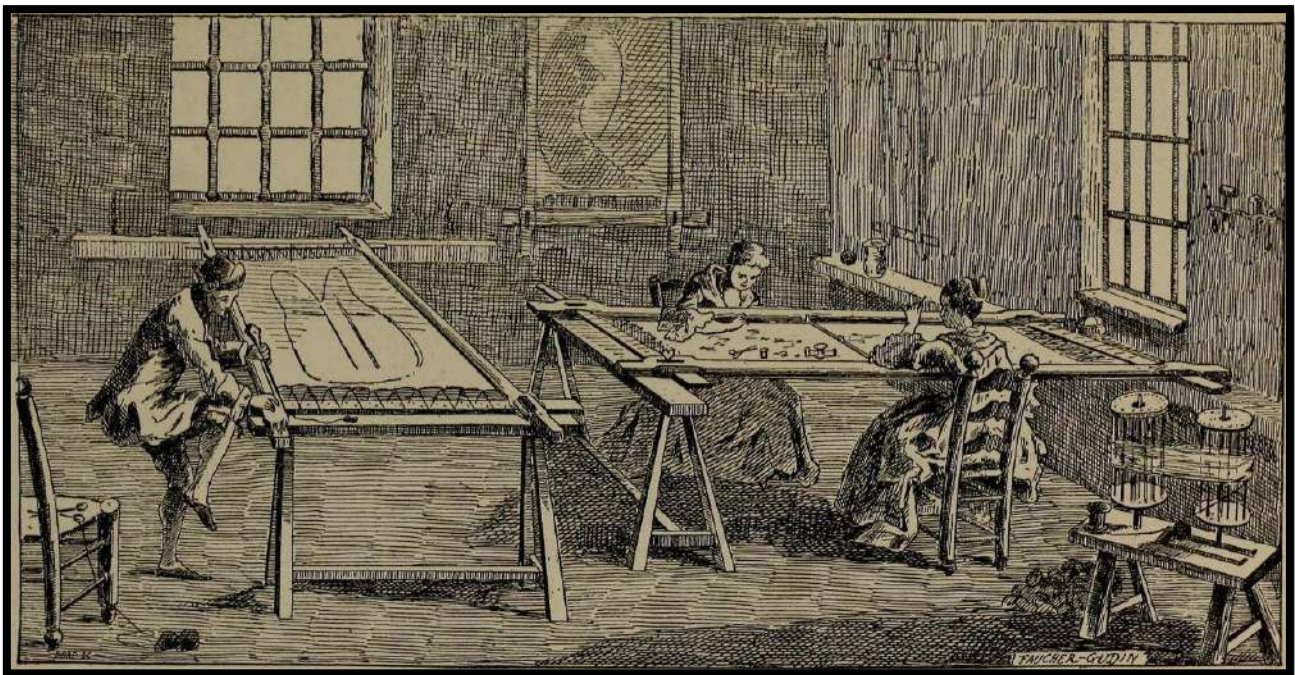
Keywords: Embroidery, Traditional Embroidery, Fashion Industry.

1. Introduction

The craft of embroidering entails using a needle to sew yarn or thread to cloth to embellish it. It might be compared to a particular style of needlepoint art. One of the key advantages of using embroidered pattern is the style it adds to a garment, enhancing its elegance. There are many different threads or yarn colors available for embroidery. Some of the basic embroidery techniques or stitches are cross stitch, running stitch, buttonhole or blanket stitch, and satin stitch. The fundamental stitches still used in hand embroidery today (Retrieved, 2020). Presently, embroidered apparel is extremely popular everywhere. Many individuals like the cloth because of its distinctive quality and elegance. The significance of the thread used in embroidery is also revealed. By using wool, linen, silk, or metal threads and a needle, Jones (1969) defined embroidery as "the skill of making patterns on textiles or backdrop leather." It is an intricately designed pattern constructed on many types of cloth or leather. In most cases, the designs are formed of uniformly spaced, vibrant threads (Olujoke Stella Akinrjomu, 2020).

2. History of Embroidery

The craft of embroidering entails using a needle to sew yarn or thread to cloth to embellish it. The word embroidery first emerged in the word broderie, which is French for ornamentation. There have been many variations of embroidery since the invention of fabric. Despite being used all throughout the world, embroidery has its beginnings in China and the Near East. Actually, the first evidence of needlework comes from the Cro-Magnon people, who lived around 30,000 B.C. Archaeological discoveries from this ancient time period sometimes contain traces of intricately hand-stitched and adorned clothing. Animal skins and hides were utilized by prehistoric man to create clothes. The clothing was sewn together with tools made of ivory or bone, and the fibres were produced from plants. The process of sewing the skins together evolved through time into a method of ornamentation that incorporated stones, bones, and beads to make it more aesthetically pleasing. Humanity is seen wearing clothing with thread embroidery across ancient civilizations in historical paintings, sculptures, vases, and murals (Disha Poray, 2019).



Between the fifth and third centuries B.C., during the Warring States period, more early examples of needlework may be found in China. The first embroidered artifacts discovered in Sweden date to the so-called Viking Age, which took place between the ninth and tenth centuries. With the expansion of the Christian church and the rise of the aristocracy in Europe about the year 1000, embroidery became more popular. In order to demonstrate riches and power, elaborately designed tablecloths and wall hangings were ordered. Additionally, because needlework was a sign of great social standing in Muslim nations, it was significant in the mediaeval Islamic world. Embroidery can be found on handkerchiefs, banners, uniforms, robes, horse trappings, pouches, and covers, among other items, in places like Damascus, Istanbul, and Cairo.

Later, in the 18th century, stitching was a skill that symbolized a girl's transition into womanhood as well as prestige and social standing in England and her colonies. But soon after, the Industrial Revolution brought forth the development of the embroidery machine and stable mass production. The oldest machine embroidery was created by merging hand embroidery and machine looms, and it was uncovered in France in the middle of the 1800s. Around 1900, pattern sheets and mail-order catalogues contributed to the increased popularity of needlework. Due to the availability of cheaper materials, embroidery was no longer exclusively leisure for the wealthy. Additionally, although women had traditionally executed embroidery, men were suddenly taking an interest in the craft. Henry Fonda, an actor, admitted in an interview that his favorite pastime was embroidering. Gustaf V, King of Sweden from 1907 to 1950, is another well-known male embroiderer.



The needlework of today is very different from the embroidery of the past. The majority of modern embroidery is stitched with a computerized embroidery machine utilizing "digitized" computer software patterns. Although modern needlework may differ from its ancient origins in terms of form and technique, most of its uses and purposes are still applicable today. People have traditionally decorated their homes and themselves with personalized brands and logos using embroidery, and this trend will continue. (<https://sayitwithstitches.net/the-history-of-embroidery>)

3. The Richness of Embroidery in the Fashion Industry

No longer was embroidery just used by the wealthy because it can now be done using less expensive materials. Additionally, while historically, women were the ones who predominantly executed needlework, men are now beginning to appreciate the craft. Henry Fonda, a well-known actor, admitted in an interview that his favorite pastime was embroidering. Gustaf V, the Swedish king from 1907 to 1950, was another well-known male embroiderer. The most well-known Indian fashion designers contribute significantly to the nation's economy and embroidery industry. They are creating the most exquisite bridal attire for the brides. Wearing clothing by the most well-known designers is the wonderful dream of every Indian bride. Indian fashion has been impacted by designers' use of various fabrics, colors, and embroidery.

The embroidery of the past does not resemble the embroidery of the present. The majority of modern embroidery is created using computerized embroidery machines and patterns that have been "digitized" using software. While the design and execution of contemporary needlework are the same. People have and always will use embroidery to decorate their houses and selves with distinctive brands and logos. India is undoubtedly a place of wonders, blessed with a wide variety of cultures, customs, and faiths. The nation's art and workmanship are among its greatest treasures. This melting pot of cultures has produced some of the best art and craft forms that are admired worldwide, whether it is dance, music, or paintings. (Shaik rafia sulthana, 2021)

4. Research studies

The art of embroidery enhances and adds beauty and richness to the fabric when it is combined with colors, patterns, and history. A new generation of designers may carry on the legacy with enthusiasm and responsibility while maintaining the fundamentals of the art in order to keep this distinctive form of expression of the human spirit alive in the face of modernization and changing lifestyle patterns. The findings of this study make this necessity and the upcoming trends abundantly plain, demonstrating the integration of needlework in contemporary clothing (Shaik rafia sulthana, 2021).

It is seen in the study that although there are various methodologies, techniques and raw material used in different categories of embroidery used to make fashionable and rich in culture. Pearls, beads, quills, and sequins are a few other materials that can be incorporated into embroidery. In the present era, embroidery can be found on hats, coats, blankets, dress shirts, jeans, stockings, and golf shirts, among other items. There are many different threads or yarn colors available for embroidery. Chain stitch, buttonhole or blanket stitch, running stitch, satin stitch, and cross stitch are a few of the fundamental embroidery techniques or stitches. The basic methods of hand embroidery are still those stitches (Rajinder Kaur & Jashanjeet Kaur, 2018).

The study demonstrates that it is feasible and creative to use different textile craft skills into the creation of garments in order to broaden the scope of fashion designing. The study concluded that it is possible to include all sources of flexible media, both within and outside of textile, into the creation of clothing in order to enhance the aesthetics of recently made clothing. (Dzramedo et al., 2014)

5. Conclusion

The study demonstrates that it is feasible and creative to use different textile craft skills into the creation of garments in order to broaden the scope of fashion designing. The study concluded that it is possible to include all sources of flexible media, both within and outside of textile, into the creation of clothing in order to enhance the aesthetics of recently made clothing. By raising awareness of the situation of the industry, the study can be completed. The art of Indian embroidery is slowly dying out, but with the appropriate steps, it may be preserved for future generations to enjoy as well as give luxury fashion a more promising future. Everyone should raise awareness, according to the research, which is strongly recommended. In order to prevent people from forgetting the hands that weave the sequins, it heartbreakingly gives the artist a voice.

References

- [1] "Top 12 Basic Hand Embroidery Stitches". Sarah's Hand Embroidery Tutorials. Retrieved 2020-05-06.
- [2] Olujoke Stella Akinrujumu.(2020). Embroidery as a Form of Decorative Stitches in Art. *International Journal of Research and Analytical Reviews*.7 (2), 375-378.
- [3] Poray, Disha. (2019) "The Fading Art of Indian Embroidery and its Impact on Luxury Fashion".
- [4] <https://sayitwithstitches.net/the-history-of-embroidery/>
- [5] Sulthana, shaik. (2021). Embroideries and their trends in modern fashion a fusion. *Iarjset*. 8. 601-606. 10.17148/IARJSET.2021.86103.
- [6] Rajinder Kaur & Jashanjeet Kaur. (2018). Embroideries and their techniques performed in different states of india – A study. *International journal of engineering sciences & research technology*.7 (6), 418-424.
- [7] Bernard Edem Dzramedo, Emmanuel Rexford Kodwo Amissah and Isaac Kofi Awuyah. (2014). Traditional Hand Embroidery and Simple Hand-Woven Structures as Decorative Crafts for Garment Manufacturing. *International journal of innovative research & development*.3 (1), 482-493.