HISTORY OF APPAREL DESIGN, FROM ANCIENT TIME TO COVID 19 SITUATIONS

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ABSTRACT

History of Fashion design is referred to the development of the new structure for specific purpose and intention of garments, shoes and accessories. It includes their design and construction development too. Fibers like Wool, linen, silk and cotton were the major fibers used for making clothes. The woven stripes and checks are the main type. Gold jewelry was very popular at ancient time. The ancient clothing is consisted of fur, leather, leaves, or grass that were draped, wrapped, or tied around the body. Upper classes of the society wore fine muslin and imported silk fabrics. The common classes wore locally made fabrics such as cotton, flax, wool, linen, and leather. India was the one of the first places where cotton was cultivated and used as early as 2500 BC during the Harappan Era (3300–1300 BC). The first known textile of South America was discovered in Guitarrero Cave in Peru. It was woven out of vegetable fibers and dates back to 8,000 B.C.E. It is discovered that, flax fibers were more than 34,000 years old. These oldest fibers known to have been used by humans. Today Social media, such as Facebook, Twitter, YouTube, blog, wiki, and the many other social platforms, has proliferated in these last years, allowing businesses to develop a real social media strategy to 10 exploit the enormous potential provided by these channels. In Covid time, the demand for Hygiene textile would be very high. No product whether its apparel wear or home textiles, knitted or woven, adults or kids, formal or casual, will have to have in build Hygiene in it.

KEYWORDS: Fashion, Fibers, Social media, Hygiene, Woven, Clothing

INTRODUCTION:

 DRESS, we can say it as a Different Religion Embroidered with Splendid Stitching. Yes, my point of concern in this article is to draw your attention towards the dresses of the women that has changed from different eras. Dresses not only are used to cover the face or body but also it symbolizes the culture of that particular region. This change from Ancient India has taken it so drastically that the symbolism is least these days. Come, let's see how Adam and Eve started their journey. Do you know that, they were naked and not ashamed at all, because nudity was not a sin. After realizing that, they were roaming naked, they felt to covered their bodies, and then clothed themselves with fig leaves. African clothing is the traditional clothing worn by the peoples of Africa. Women wear the Kanga and the Gomesi. It has been mentioned in the part of Bible that, in Biblical times the dress code was very different from what we wear today. Both men and women used to wore loose dresses, but as we are talking about the women's outfit, we Will take a glance on their dressing style. Women wore loose woolen, robe-like cloak or mantle as an outer garment; it was fastened at the waist with a belt or sash. A tunic, long piece of cloth, leather or haircloth with holes for arms and head, was worn under the cloak, simple sandals were worn on the feet, and women often of some cultures wore a veil. We have some Old Testament rules, on which it is strictly written that, women must never wear men's clothing, and also to not wear mixed materials like clothes of wool and linen woven together. It has been also stated in the Bhagavad Gita that – ‒We should always remember that both the gross and the subtle material bodies are dresses, they are the shirt and coat of the living entity‖. This actually denotes that, the soul in nature is the marginal energy of the supreme lord. Every living entity, being classified as energy, is supposed to be originally a woman. From Islamic clothing, Muslims have adopted clothing based on western traditions, while others wear modern forms of traditional Muslim dress, which over the centuries has typically included long, flowing garments. Beside it's practical advantages in the climate of the middle East, loose-fitting clothing is also generally regarded as conforming to Islamic teachings, which stipulate that body areas which are sexual in nature must be hidden from public view. When entering the presence

of the Guru Granth Sahib, one must be barefoot, have his or her head covered, and prostrate before the book. When moved, the book is wrapped in cloth and carried on someone's head as a sign of its honored status.

OBJECTIVE OF STUDY :

The objectives of our study are stated below.

- To study the Fashion Design features at ancient and today's world.
- To study the Fashion Design culture of Indian continent at various time
- To study the Fashion industry scenario after Covid 19 Pandemic. .

RESEARCH METHODOLOGY :

The paper is based on the study on various fashion design culture of ancient people in India and abroad .Various research studies has been identified, observed related to the fashion design aspects at ancient times and at the present Covid 19 situation of environmental condition. Research paper has been written from various sources like Google search and various web sites. The respective search areas on this discussion are given in reference part of this article.

LITERATURE REVIEW :

Digitalization [1] is a big part of the everyday lives of fashion consumers. In the past decades, rapidly accelerated globalization and technological developments, among other major changes in society, have modified the overall behavior of consumers. The impact of digitalization on consumer behavior with particular reference to the fashion retail industry are studied .The on- going trends of fashion retail businesses all over the world and the attitudes and opinions consumers have towards fashion and how ever-developing digitalization affects their fashion experience. It is found that the leading fashion retailers are implementing digital transformation into their business models. It is suggested that digitalization has a huge impact on consumer behavior in terms of fashion.

Fashion trends come and go; meanwhile a society's values are established and evolving characteristic to their beliefs and culture. Fashion is just not an ambitious projected image of a reinterpreted good old value to fulfill some function or agenda alike but rather a evocative and refreshing concept worthy enough to be portrayed for society's appreciation that makes us even more instinctive. An individual starts seeking for a solution to reduce his dissonance or he aspires to get better. As an expression of their feelings today's youth endeavor to interpret fashion trends and adopt the clothing style that suits their value and traits. It is trickle across theory where the lure of aesthetic experience has given rise to everyday fashion and cognitive engagement. Besides the traditional social agenda of fashion trends, it is the attitude of the generation, that has set forth the trend of anonymous style and self-expression.. This is prevalent among today's youth who is in the identity creation stage of Erikson's psychosocial development to look for trendy dress choices [2].

People of Bangladesh, especially young generations are becoming fashion concern day by day. Globalization is the main reason for becoming people for fashionable. Fulfilling the demand for large fashion community huge number of fashion houses or boutique houses is launched. Those fashion houses do the remarkable job for their context. Many designers are personally open their fashion houses. All the fashion houses designers are continuously try to give new design for their costumer. It's a most challenging part for design a new thing for every new season and every new-year. For this reason, style and forecasting is very necessary for fashion designer. Fashion forecasting is focuses on upcoming trends. A fashion forecaster predicts the colors, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, footwear, street style, and other styles that will be presented on the fashion shows and in the stores for the upcoming seasons. The concept applies to not one, but all levels of the fashion industry [3].

Garment manufacturers in Asia, the industry's largest global hub for production, have been severely impacted by the COVID-19 pandemic. Many have been forced to shut down operations either temporarily or permanently, and this has left millions of garment workers, the majority of whom are women, unemployed, furloughed or facing

reduced hours and income. The pandemic will likely accelerate the uptake and adoption of technology in the sector, especially of digital and analytical tools, thus enabling faster and more efficient production among already more professionalized manufacturers. the pandemic may result in an expansion of social protection measures in a number of Asian countries, as governments invest in new social contracts to boost economic resilience and protect working people from future shocks. If combined with a renewed focus on social and environmental sustainability in the sector, this could have a transformative impact on the future of work in garment manufacturing, leading to greater resilience both for businesses and workers across the region.[4].

DISCUSSION ON RESEARCH CONTEXT:

Earlier, people used to wore clothes made of animal skins during the winter months and clothes made from grass and bark of tress during the summer months. The early, man would hunt for animals to create clothes and boots from animal skins. The animal skins were tanned and they were used for making clothes, boots, tunics and more. The fur was used for the tunics to keep them warm. The bones and shells were used by the women to make jewelry. In the ancient world, making cloth for garments was one of the principal occupations of women. They usually did this, by weaving wool and spinning to make rectangles of cloth. Women also decorated their material with patterns and embroidery. The oldest example of textiles yet identified by archaeologists is at the Dzudzuana Cave in the former Soviet state of Georgia. There, a handful of flax fibers were discovered that had been twisted, cut and even dyed a range of colors. The fibers were radiocarbon- dated to between 30,000-36,000 years ago. There is some evidence of Indus Valley Civilization or Harappa civilization indicating the use of woven cotton fabric. Flax plant was grown to obtain the fibers of plants and silkworms were cultivated for silk. The priest-kings wore a robe over their shoulders and men wore turban draped over the head. The style of women's clothing included knee-length skirts with jewelry like bangles, earrings, and beaded necklaces. Even men wore jewelry.

Figure 1 : Dress Code of ancient people

Dress code of ancient people

Source : https://images.app.goo.gl/

Figure 2 ; Dress code of ancient people

Dress code ancient people

Source : https://images.app.goo.gl/

Characteristics of Ancient people Dress
- Reflects the technologies that these peoples mastered.
- In many cultures, clothing indicated the social status of various members of society.
- The development of fashion is an exclusively human characteristic and is a feature of most human societies.
- Clothing made of materials such as animal skins and vegetation was initially used by early humans to protect their bodies from the elements.
- The usage of clothing and textiles across the ages reflects the varying development of civilizations and technologies.
- The ancient Egyptians most commonly used linen, a product made from the abundant flax plant.
- Linen is light, strong and flexible which made it ideal for life in the warm climate,[3] where abrasion and heat would wear and tear at clothing. Thus, most ancient Egyptians used linen as their primary textile

ANCIENT FASHION DESIGN
- Evidence of ancient Indian clothing can be found in figurines, rock cut sculptures, cave paintings, and human art forms found in temples and monuments,
- These sculptures show human figures wearing clothes wrapped around the body, such as sari, turbans and dhoti.
- Upper classes of the society wore fine muslin and imported silk fabrics while the common classes wore locally made fabrics such as cotton, flax, wool, linen, and leather..
- Turbans were worn, and a long robe over the left shoulder was worn by those of high social rank.
- The normal attire of the women at that time was a skirt up to knee length leaving the waist bare, and cotton head dresses. Jewellery was very popular, and men wore their hair in various styles with trimmed beards.
- The material quality of garments differed between the classes, where those of the upper class used finer linens, depicted in statues.
- They also used more complex drapery, designs and patterns that included dyed threads and feathers.

- These materials were expensive and the wearer showed greater status by wearing them.
- On the other hand, cheaper and thicker linen was used within the lower class, where shorter garments were worn by the working class for better mobility in the fields.
- India was the one of the first places where cotton was cultivated and used as early as 2500 BC during the Harappan Era (3300–1300 BC).
- Usually men wore a long cloth wrapped over their waist and fastened it at the back (just like a close clinging dhoti).
- Taking the instances of the sari to that of turban and the dhoti, the traditional Indian wears were mostly tied around the body in various ways.

Time of Goutam Buddha :

Figure 3 dress code at the time of Baddish

Source :https://www.google.com/imgres?imgurl=https://cdn.britannica.com/
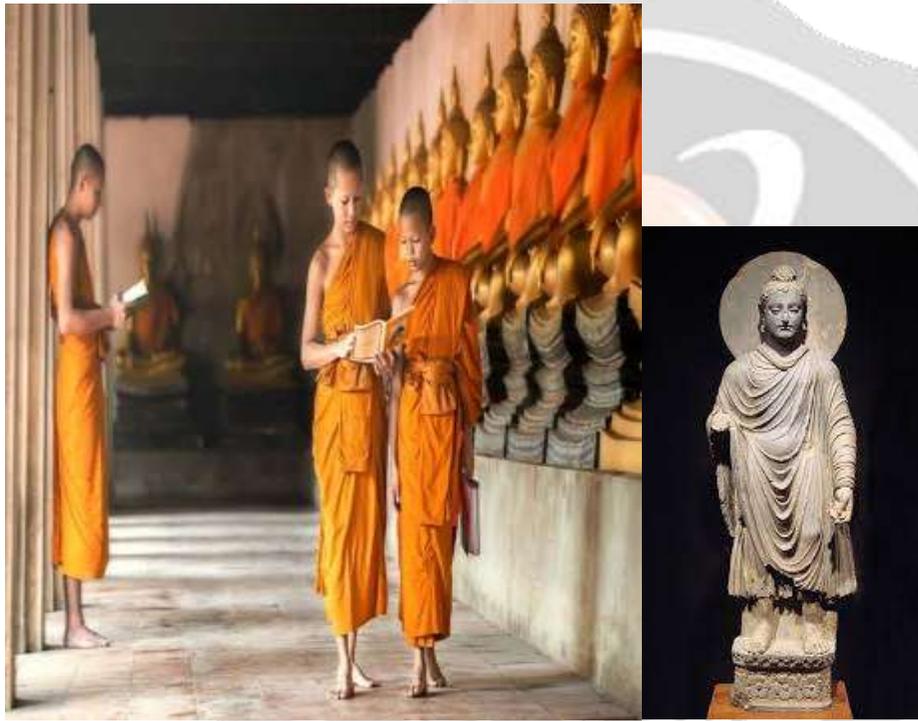
- No specific rules exist for ordinary Buddhists about what they should wear, and most will conform to the local traditions and customs in their appearance. Buddhists who have taken vows and become a monk or nun may shave their heads and will often wear robes.
- Buddhist monks and priests wear clothing that varies greatly, ranging from saffron robes that are worn by monks in Sri Lanka and Thailand to headdresses and elaborate robes worn by the Tibetan lama. The clothing worn by monks shares a basic idea and similar origin, making them recognizable as Buddhist robes.
- Orange was chosen mainly because of the dye available at the time. The tradition stuck and orange is now the color of choice for Theravada Buddhist followers in Southeast Asia, as opposed to a maroon color for Tibetan monks

Figure 4 : CLOTHING FOR ROMAN WOMEN:

Source :: https://www.google.com/url?sa=t&source=web&rct=j&url=https://indusvalleycivilizations

The basic clothing for the Roman women consisted of the tunica interior, stola, and palla. This applied to respectable Roman matrons; they have that right to wear the stola.

GREEK CLOTHING:

Most of the work of making clothing was done by the spinners, dyers, weavers and the people who cleaned the garments. A large part of women's work was making the clothing, but that meant spinning and weaving, not taking measurements and wastefully cutting fabric.

Figure 5 : EGYPTIAN CLOTHING FOR WOMEN:

Source ; https://www.google.com/url?sa=t&source=web&rct=j&url=https://indusvalleycivilizations
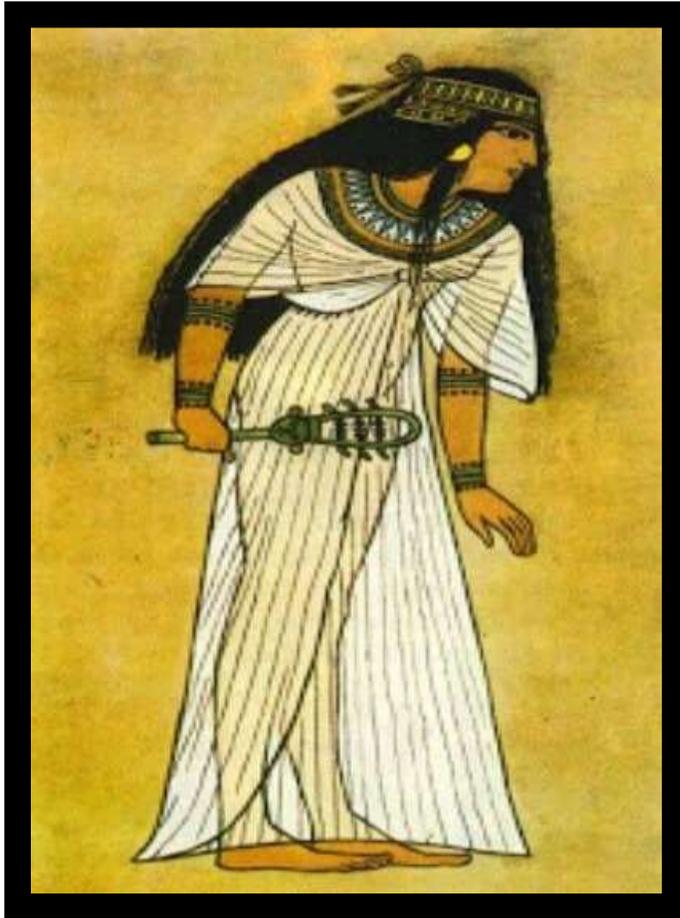
It includes the open footwear or sandals popular in the ancient Mediterranean, linen skirts, andaprons.

There are 5 reasons why we wear clothing:-

- Adornment: Added decoration or ornamentation.
- Protection: Clothing that provides physical safeguards to the body, preventing harm fromclimate and environment.
- Identification: Establishing who someone is or what they do.
- Modesty: Covering the body according to the code of decency established by society.
- Status: One's position or rank in comparison to others.

The Finery of Mughal Fashion :

Figure 6 : Fashion design at the time of Mughal

Source   ;
https://www.google.com/url?sa=t&source=web&rct=j&url=https://en.m.wikipedia.org/wiki/Mughal_clothing

- Mughals have left a strong impression on craftsmanship in India.
- Their fine artistry and workmanship is absolutely unparalleled.Luxurious silk, velvet, brocade and muslin and elaborate designs and embroideries were the distinct characteristics of the Mughal fashion.
- Men wore exquisite design short and long robes or coats which included long-sleeved clothing called chogha. Pagri on the head, a patka or sash at the waist, pyjama style pants were trademarks of men's fashion. Their turbans were usually adorned with fine jewels or precious stones like diamonds, pearls and rubies.
- In the court of Humayun and Babar, most noble women wore loose wide pants. The upper body garment was loose which was fastened with a V neckline.
- Kashmiri shawls were popularly used in the cold season .
- Women and men wore opulent fine jewelry with precious stones which were a fine example of Mughal craftsmanship which is documented from the paintings

Source ; https://images.app.goo.gl/

MODERN STYLE CLOTHING

- Street style is a modern phenomenon. In essence the term refers to what regular, everyday
- People are wearing —on the streets‖. Modern street style is about dressing themself in their own
- Unique style based loosely on common trends.
- Nowadays everyone is experimenting with silk tops, skinny jeans, and shirt dresses. The
- Western dress code has changed over the past 500+ years. Jeans in the western dress code are
- Worn by both men and women. There are several unique styles of jeans, mid rise jeans, low rise
- jeans, bootcut jeans, straight jeans, cropped jeans, skinny jeans, cuffed jeans, capri jeans
- Donated used clothing from western countries are also delivered to people in poor
- Countries by charity organizations. People may wear ethnic or national dress on special occasions or in certain roles or occupations. Most sports and physical activities are practiced wearing .Special clothing, for practical, comfort or safety reasons
- In the 21st century a diverse range of
- styles exist in fashion, varying by geography, exposure to modern media, economic conditions, and ranging from expensive haute couture to traditional garb, to thrift store grunge. Fashion shows are events for designers to show off new and often extravagant designs.

Figure 7 : BENGALI CLOTHING:

Source : https://images.app.goo.gl/HiPiWJ3hgxQc1T8cA

Earlier way of draping sari without blouse was seen as inappropriate, so Bengali women started wearing sari with a blouse or an undershirt (Jama) and petticoat (Shaya). This way of wearing the sari popularized as Brahmika Sari (most popularly donned by women of Brahmin households).

TRADITIONAL INDIAN CLOTHING:

Traditional clothing in India varies with region, religion and community. Every state of India has its own culture, traditions and lifestyle to follow and to celebrate fairs and festivals with these traditions. Festive season is the best way to explore India and its culture, which is unique in every state. Indian dressing styles are marked by many variations wide range of traditional Indian clothing includes Sarees, Salwar kameez and Ghagra choli. Women in the north and east are saris worn with choli tops; a long skirt called a lehenga or pavada worn with choli and a dupatta scarf to create an ensemble called a gagra choli; or salwar kameez suits, while many south Indian women traditionally wear sari and children wear pattu langa.

Figure 8 : Dress code of 21st century

Source : https://images.app.goo.gl/HiPiWJ3hgxQc1T8cA

UTTAR BHARAT:

 North India, the region bless with a culture from nature itself. This region includes Delhi, Jammu and Kashmir, Punjab, Uttaranchal, Himachal Pradesh and Haryana. It is known as the colorful state. If you observe closely you will see that the clothing of the residents here defines who they truly are. This region has a diverse culture with the Hindu pilgrimage centers of Char Dham. Every state of this region has it's own identity costumes and traditions to celebrate the festival with folk dance and dress. Casually, women in towns wear jeans, trousers, t-shirts, shirts, dresses, and stylish tops and tunics. Women in villages tried to wear unfashionable clothes, like – Sarees, Salwar kameez etc.

MAGADHA EMPIRE:

The Magadha region was expanded from Eastern Uttar Pradesh to the Bihar and most of the Sikkim and Bengal. Bengali Kali Puja is well famous in the world for the way it celebrated with rituals and tradition. These scriptures view the figures of human wearing clothes which can be wrapped around the body. Taking the instances of the sari to that of Turban and the Dhoti, the traditional Indian wears were mostly tied around the body in various ways.

SISTER STATES:

North East India, also called the Seven sisters States of India.

Nagaland – This style of dressing has numerous patterns and designs, especially embroidered. They wear a phanek below the waist, which is similar to low skirt. Mechala is the common upperwear. The shawls of the dress have more work done to it. Usually, the designs are geometric shapes and floral patterns.

Figure 9 : NAGALAND PRESENT DRESS CODE

Source:https://www.google.com/imgres?imgurl=https://www.utsavpedia.com/wp-content/uploads.

Khasi, Meghalaya – The Khasi is also called Jainse or Dhara. This style of attire is worn by women and is paired with heavy silver accessories. They wear a cylindrical lower waist cloth andcover up with a bright yellow shawl.

Figure 10 : MEGHALAYA DRESS CODE

Source:https://www.google.com/imgres?imgurl=https://www.utsavpedia.com/wp-content/uploads

Muga, Manipur – The shawl is usually made of silk, named Innaphi. Wrapped shirt with phanekand shawl is the common dresses for women.

Figure 11 : MANIPUR Dress code

Source:https://www.google.com/imgres?imgurl=https://www.utsavpedia.com/wp-content/uploads

Chemise, Arunachal Pradesh – The basic style of clothing is chemise, which is a sleeveless shirt with a full sleeved jacket, which is embroidered. Women wear skirt, which looks like a wrapped-around loin cloth.

Figure 12 : Dress Code Arunachal Pradesh

Source:https://www.google.com/imgres?imgurl=https://www.utsavpedia.com/wp-content/uploads

Rigani – Rosa-Rikutu, Tripura: The lower part is called Raignai and the dress covering the chest region is called Rosa, and the upper dress is Rikutu.

Figure 13 : Dress Code Tripura

Source:https://www.google.com/imgres?imgurl=https://www.utsavpedia.com/wp-content/uploads

Mekhela Chador, Assam: The traditional dress for women is a wrapped around skirt with a saripallu on the top.

Figure 14 : Dress Code Assam

Source:https://www.google.com/imgres?imgurl=https://www.utsavpedia.com/wp-content/uploads

Skirt and full sleeve, Mizoram: Mizoram's traditional dress is quite different than the others. They wear a skirt with vertical embroidery and a full- sleeve top.

Figure 15 : Dress code Mizoram

Source:https://www.google.com/imgres?imgurl=https://www.utsavpedia.com/wp-content/uploads

Figure 16 : MODERN STYLE CLOTHING:

Source : https://images.app.goo.gl/HiPiWJ3hgxQc1T8cA

Street style is a modern phenomenon. In essence the term refers to what regular, everyday people are wearing ‒on the streets‖. Modern street style is about dressing yourself in your own unique style based loosely on common trends.

Usually, nowadays everyone is experimenting with silk tops, skinny jeans, shirt dresses. The western dress code has changed over the past 500+ years. Jeans in the western dress code are worn by both men and women. There are several unique styles of jeans, mid rise jeans, low rise jeans, bootcut jeans, straight jeans, cropped jeans, skinny jeans, cuffed jeans, capri jeans.

By the early years of the 21st century, western clothing styles had, to some extent, become international styles.

This process began hundreds of years earlier, fast fashion clothing has become a global phenomenon. These garments are less expensive, mass- produced western clothing. Donated used clothing from western countries is also delivered to people in poor countries by charity organizations. People may wear ethnic or national dress on special occasions or in certain roles or occupations. Most sports and physical activities are practiced wearing special clothing, for practical, comfort or safety reasons. In the 21st century a diverse range of styles exist in fashion, varying by geography, exposure to modern media, economic conditions, and ranging from expensive haute couture to traditional garb, to thrift store grunge. Fashion shows are events for designers to show off new and often extravagant designs.

Fashion trends come and go; meanwhile a society's values are established and evolving characteristic to their beliefs and culture. Fashion is just not an ambitious projected image of a reinterpreted good old value to fulfill some function or agenda alike but rather a evocative and refreshing concept worthy enough to be portrayed for society's appreciation that makes us even more instinctive. In the society, the individual's appearance is the ticket to transmit non verbal communication signals such as possible cues about his / her social stature, values and lifestyle. The success of the fashion trend lies in the way the society interprets the fashion trend and judges it. Hence the impact is measured by the barometer of social acceptance which in turn is driven by the several motivational forces that underline the people's values and behavioral traits. Today's consumer culture is driven by asp rationalism that diminishes the gap between the rich and economically volatile sections when it comes to accepting and adopting a trend.

Use of artificial intelligences now resolved technological solution help into turn large and diverse datasets into enriched information that can be used by companies to improve the entire supply chain, starting from design to manufacturing, sales, and advertising. Artificial intelligence is largely used to understand consumers' preferences. This helps companies with advertising to reach people who have demonstrated interest in a special type of product and allows customization of advertisements and personalization of promotions. In this way, potential customers will receive advertisements on products and services that the artificial intelligence algorithm realizes they were searching, or even complementary ones. Importance of social media and influencers. One of the main trends in developing e-commerce is social commerce— that is, the use of social media, which supports social interactions, and the contribution of users to assist the sale and purchase of online products and services .This phenomenon is at the beginning of its delusion, all its potential is thus still to be discovered and analyzed. Social media, such as Facebook, Twitter, YouTube, blog, wiki, and the many other social platforms, has proliferated in these last years, allowing businesses to develop a real social media strategy to exploit the enormous potential provided by these channels. Moreover, while in this period of economic crisis the channel of fashion and traditional apparel is undergoing consistent declines, the fashion and online apparel industry is the one that marks the biggest growth with regard to e- commerce sales.

Garment manufacturers in Asia, the industry's largest global hub for production, have been severely impacted by the COVID-19 pandemic. Many have been forced to shut down operations either temporarily or permanently, and this has left millions of garment workers, the majority of whom are women, unemployed, The pandemic will likely accelerate the uptake and adoption of technology in the sector, especially of digital and analytical tools, thus enabling faster and more efficient production among already more professionalized manufacturers. After an initial deterioration in social and environmental standards due to enterprise level financial constraints, some of the experts predict a new and more forceful phase of industry collaboration to improve longer term industry sustainability.

The world is challenging Covid-19 Pandemic, which has not left any part of the world to face it.. This economic crisis has attacked various businesses in and around the world. All sort of Travel, Hospitality, Hotels, Restaurants, Bar, Package food, retail, e-commerce, Automobile etc. One of the severely affected industries is Textile Manufacturing too. This is the second largest employment creating industry after agriculture. The biggest shifts in fashion have historically not come from runway trends but followed events such as wars that disrupt society on a huge scale. Now the demand for Hygiene textile would be very high. No product whether its apparel wear or home textiles, knitted or woven, adults or kids, formal or casual, will have to have in build Hygiene in it. This trust-building up will be key with consumers to regain business at the earliest. Apparel and home textile Industry are now focused on a combination of finishes They are Anti-microbial/Anti-viral/ Anti Bacteria ,Water repellents ,Hydrophilic ,Wrinkle-free ,Anti-odour,Anti Sweating ,Anti-pilling(to avoid entrapping of Microbial) ,PU coated Denims,

CONCLUSION:

So to roll down the shutter of my point of view about the present scenario in comparison with the past I want to let you know that our present generation is totally running after the fashion and are slowly forgetting our Indian tradition and adopting the western culture. Though the introduction of the western style is affecting our Indian tradition, but when it comes to any occasion or festival then our traditional wearing is so much highlighted. Keeping all the points, I must say that fashion can never overtake the traditional ethics. So to maintain the decorum of the tradition and the style we must adopt the fashion in a way that one must not surpass the other.

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