

## WHY INDIAN EMBROIDERED CLOTHING IS PREFERRED BY EVERYONE?

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### I. INTRODUCTION

Indian Embroidered clothing is the most ancient trend of fashion and is still going on and will surely last to long lasting ages. The origin of Embroidered Clothing lies in Stone Age. Many Embroidered Clothing made of animal skins decorated with threads and beads have been found during several excavation projects. Ever since man has invented clothing for protecting himself from natural climatic changes, he has always remained desperate to develop new designs and styles for his dresses. Embroidered Clothing has played a significant role in it. Designing of Embroidered Clothing is an art of giving different looks to the same dress material by adding separate designs and patters to it. Previously men used to make the Embroidered Clothing designs with their hands. It was considered an art of high class and was done by specially trained professionals. Monarchs used to keep their personal designers to design Embroidered Clothing for them. They were paid high salaries. Later on ladies started designing Embroidered Clothing as leisure time activity. With the advent of industrial revolution and machines, task of Embroidered Clothing gained new heights. Hand Embroidered Clothing was replaced by mechanical Embroidered Clothing and printing designs that were faster in its task. It saved a lot of time and provided a better designed Embroidered Clothing. As the time passed innovations were introduced in Embroidered Clothing. Washable paints were being used in place of colored threads. Even today the three forms of Embroidered Clothing exit. Among them Hand Embroidered Clothing is the most expensive one since it requires a lot of trained labor. Embroidered Clothing includes all types of formal and casual wear of everyone; men, women and kids. T-shirts, shirts, trousers, skirts, jackets, and caps everything is included in Embroidered Clothing. While designing the Embroidered Clothing for kids a special care is taken regarding the designs and color of the clothing as kids are very much fascinated by the designs and colors of their clothes. It has also been used in designing the corporate uniforms. Various corporate companies get the uniforms designed for their employees. Embroidered corporate uniforms help them to create a good impression in front of their clients. Corporate uniforms are designed with companies' logos and tags in different colors and designs. This Embroidered Clothing helps the companies to have a separate recognition in various corporate meetings. Embroidered Clothing can be obtained from various boutiques or malls. If unable to get a wearing according to desire and taste one can switch on to the Customized Clothing. In Customized Clothing you can have an

Embroidered Clothing of your desire and style. Customized Clothing provides us a wide range of designs and fittings to choose from. Embroidered Clothing has remained a mark of various civilizations and cultures. Kashmiri Embroidered Clothing has earned a name worldwide. Phulkari is a famous clothing used by Punjabi women. Wigs used by Egyptians were designed out of human hair or wool. Arabic embroidery styles are known for their extraordinary handicraft patterns and designs. Some Embroidered Clothing is marked for special occasion like wedding wear. Today not only colorful threads are used for embroidery works but gold and silver fibers are also used. Such types of Embroidered Clothing are generally used by rich class as it marks their prestige. Thus Embroidered Clothing helps to create a new trend and dressing style among people of every class and sector. Religious motifs such as gopurams, the tulsi plant, the temple doorway etc., are all equally popular. Enriching fabrics with the use of precious stones and metals is also well known. Beads and mica have also been used to embellish embroidered fabrics. Traditional embroidery materials such as wool, cotton, silk, beads and gold or silver thread and exotic materials as beetles wings and various seeds are being used to add richness. Today, practically all the known embroidery stitches employed in any part of the world are used in India.



Kashmiri work has a rich color spectrum and exquisite workmanship with beautifully composed designs depicting common local symbols like the chinar leaf, the grape, the cherry, plum, apple blossom, lily, the saffron flower and various birds of the region.



The Punjab-Haryana specialty called the Phulkari (flowered work), is traditionally worked on coarse cotton in red or blue or flossed silk. One can find the scenes from Krishna leela and other religious subjects, depicted in the dark silk embroidered 'rumals' of Chamba.



Karnataka's *Kasuti* is famous for sketching of religious themes. They make use of backstitch, the running stitch, the cross-stitch and the zigzag running stitch on hand woven cloth, using brighter colors like red, purple, green and orange.



*Kantha Embroidery*: The 'Kantha' Embroidery of Bengal makes imaginative use of waste rugs, which are sewn on a base with simple running stitches to form motifs.

*Tribal embroidery:*

The tribal embroidery is a class by itself with a wide range and varied style and composition. It generally features bright colors and simple motifs. They are often free hand, with no signs of being marked, or necessarily symmetrical. They are usually done with colored thread, and the types of stitches, subject matter, and layout define the tribes who produced them. Among the most colorful works is the work of the Lambadi and Banjara tribes. The Nilgiris' 'Toda embroidery' is also distinctive.

*Shisha Embroidery*: A tribal technique, Shisha mirror embroidery is the process of attaching tiny mirrors to a textile, usually in combination with other types of tribal stitches.



*Zardozi Embroidery*: An Islamic technique, Zardozi is the process of attaching various types of gold thread to a piece of fabric. It includes chain stitching gold thread, attaching gold beads and sequins, couching on thick gold threads and twists, and sewing on a variety of gold coils, called "purl" or "bullion". Silver and copper metals are also used to show a variety of silver metal techniques on a thin chiffon shawl.

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