



RESEARCH ARTICLE

“DENIM – THE TIMELESS FABRIC” – AN APPROACH TOWARDS RE–USE IN LOWER GARMENT

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ABSTRACT

Denim garments are unlikely to fade from public eye as the versatility that these garments carry remains unmatched till date. The denim apparels can be spotted anywhere from mannequins in malls to people roaming on streets. The fad for denim has spread its tentacles everywhere around the globe suggesting its durability. So the study focuses on “Denim – the time less fabric an approach towards re–use in lower garment”. 90% of respondents like the concept of re–use of the old denim. 100% of respondents like the designing of the garments and considered it is the best way of waste management.

INTRODUCTION

Denim is the unisex garment among all the textile products; no other fabric has received such a wide acceptance as denim. Denim jeans can be considered as the most widely used garment in the fashion business. It is well known that denim and jeans have major influence on the lives of consumer since their inception. Jeans have become symbols for cowboys, women, youth and economic status. Through the ages jeans have evolved from work wear to casual wear and functional wear. Consumers evaluate jeans based on style, brand, country of origin and company ethics. No other garment can claim the social culture that denim has already set (Elias Khalil, 2015). The denim trend is accepted from fashion concern to unconcern personality (Upama Nasrin Haq *et al* 2014). Now days, so many garment finishing techniques are applied to denim, its use has broadened into different life–styles. Denim apparel can command high prices, depending on the fit, finishing and brand name Denim is still mostly used for jackets and pants, with most attention focused interesting jeans (www.baronsbooks.com). Originally denim was made of 100% cotton serge material but now it is made of variety of materials including blends that give you the same wonderful look of 100% cotton denim with some additional features (www.textilelearner.blogspot.in). The traditional denim is rather hard and high mass per unit area.

Twill weaves such as three–up–one–down (3/1) and two–up–one–down (2/1) are predominantly used for Denim construction (Kumar *et al.*, 2016). Some modern interventions have ensured that there are varieties of denims available in market. Today denim is blended with polyester to manage shrinkage and crease and elastane is also popular these days. Elastane denim ensures proper stretch, which gives wearer a better fit (www.fiber2fashion.com). In today’s modern generation peoples prefer skinny jeans to highlight their figure and look slimmer. Skinny Jeans are skin – tight denim pants that are usually made with stretchy fabric. It consists of spandex lycra (www.yourdictionary.com/skinney-jeans) named by Dupont better known as elastane fiber is better known as elastane (Polyurethane or Pu) is very frequently used in the women’s and men’s innerwear, outerwear and active wear (Kunal Singha, 2012). Many medical research have proved that skinny jeans consist of elastomeric yarn is harmful for health. Skinny jeans can cause serious damage to nerves and muscles. A 35–years old Australian woman developed a condition called compartment syndrome caused by bleeding or swelling within muscle said in the Journal of Neurology Neurosurgery and Psychiatry. Tight trousers have also been blamed for exacerbating heartburns by putting pressure on the abdomen which in turn pushes stomach acid upwards (www.bbc.com). According to Ramzi Moucharafich, Joseph Wehbe and Ghassan Maalouf presented 12 cases that were diagnosed to have meralgia parestica due to tight new fashion low cut trousers (www.style2designer.com). So, people should alert about this issues of skinny jeans while selection of garments and along with this people should also avoid seven

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fashion items that endanger health which includes Big Bags, Belt, Flip Flops, Pencil Skirt, Bras and killer heels (www.Timesofindia.indiatimes.com). Trends come and go but the charm of denim never ceases to wear out with very fascinating history. Most commonly used form of denim is a "Trouser" (www.style2designer.com). Denim as a fabric was introduced first in the USA during the Californian Gold Rush. Levi Strauss was a tent salesman in America who through the miners in Sanfrascisco needed a rugged pair of trouser that could withstand the rigours of their job. So he offered them trousers made out of Canvas. Across the Atlantic the French were already using heavy fabric known by the name Serge-de-Nimes, the Americans too started buying the fabrics from France discarding the canvas and used the same fabric for trousers with studs (www.textiletechnology.wordpress.com). In heartlands such as the united states the average American women owns 8.3 pair of jeans (cotton Incorporated 2005) and over half of the adults in the UK usually wear jeans (Mintel Market Research 2005) (Daniel Miller *et al* 2007). This exploratory research focuses on waste management to save the environment by designing new lower garments from reused old jeans or Denim with new look by designer as this fabric deserves the high esteem it has earned in all this years.

So a study was conducted with following objectives:

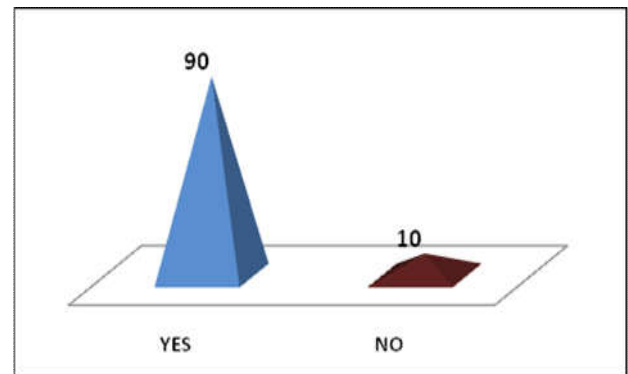
1. To study the denim fabric which is universally recognized and create awareness to avoid elastomer and other fashion items.
2. To design three styles of lower garments out of old denim.
3. To promote the re-use of old denim and study the acceptability, opinion about durability, cost, comfort, style and blending with other fabrics.

MATERIALS AND METHODS

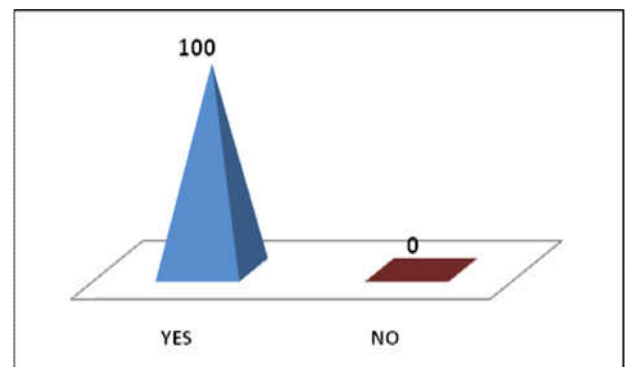
In order to proceed this study information regarding denim was collected which includes history of denim, weaves used in denim and along with this to create a knowledge of denim to the user's that what precaution should be taken while selecting a denim in which elastomer yarn is present as well as to create awareness about seven fashion items which can endanger the teenagers health. The survey was carried out in its different level of satisfaction in terms of acceptability, durability, cost, comfort, styles and blending with other fabrics. Questionnaire method was administered as the part of study. Totally 12 lower garments were cut, stitched and embellished i.e. 2 Skirts, 2 Shorts, 2 Dungarees, 2 Bermudas, 2 Full length Pants, 2 Wrap pants were prepared. The basic material used for designing garments was old jeans or denim with innovative blending of Mushroo, delicate net and embellished with Fabric painting, Appliqué work. Components like function is important like pockets were used. Double or triple stitched seams, all pressure points were bartacked and most pockets have rivet. Then according to the pattern trimmings such as elastics interfacings, zippers were used. The garments prepared were designed from designer's point of view in various color, patterns, styles and also keeping in mind regarding ongoing fashion and trends. The garments were showcased by organizing a display and questionnaires were filled on the spot to check the acceptance level. Totally 100 questionnaires were filled by the respondents who were basically youth and adults. The qualitative and quantitative analysis was done by tabulating the data and then analyzing with percentage method.

Major Findings

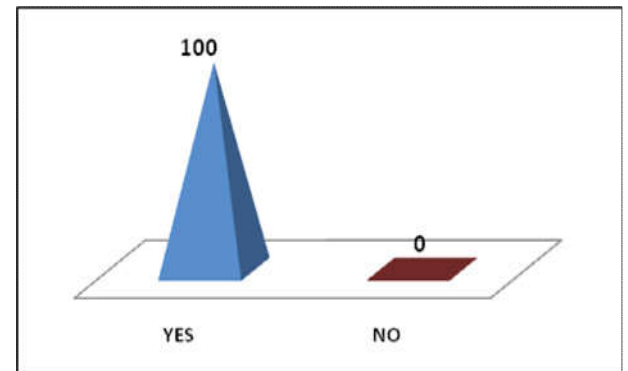
1. About 90% respondents like the concept of re-use of the old denim and 10% of the respondents do not like the concept.



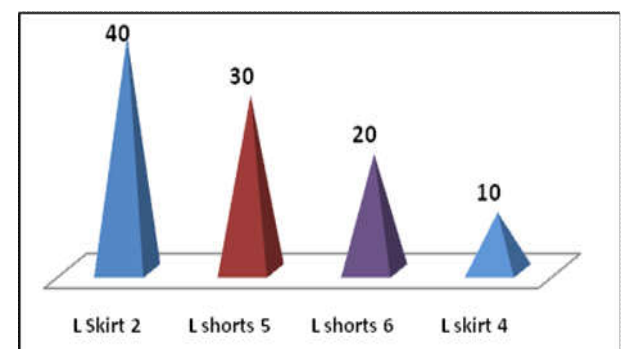
2. 100% of the respondents liked the garments developed by re-use of denim as it is the best way of waste management.



3. 100% of the respondents like the designing of the garments developed by re-use of old denim.

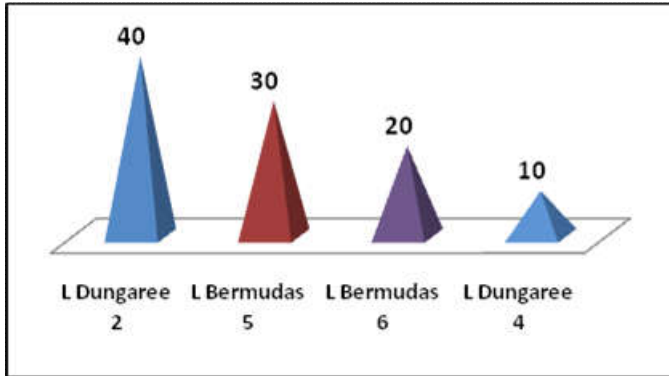


4. 40% L Skirt2, 30% L shorts5, 20% L shorts6, 10% L skirt4 in this way the comfortability percentage is shown by respondents.

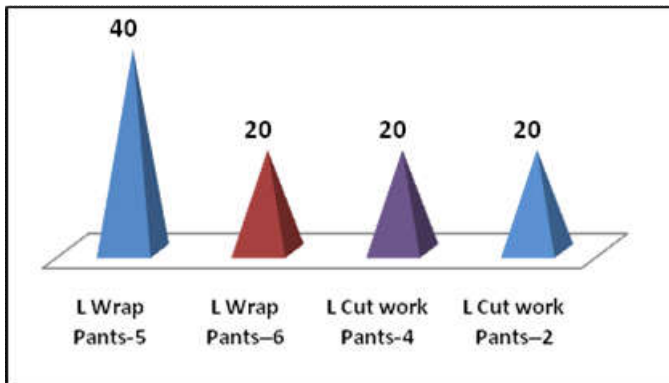




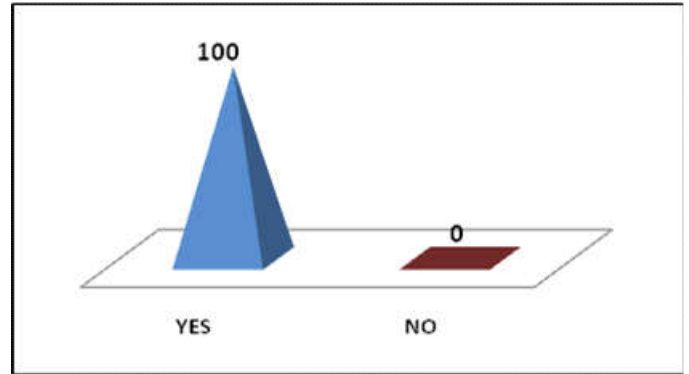
5. 40% L dungaree2, 30% L Bermudas5, 20 L Bermuda6 and 10% L Dungaree4 in this way the comfortability percentage is shown by respondents.



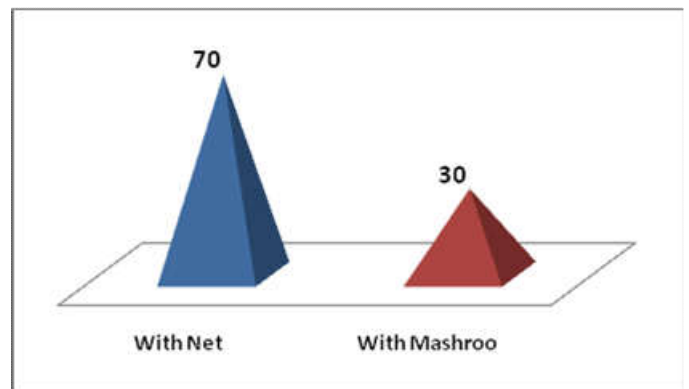
6. 40% L Wrap Pants5, 20% L Wrap Pant6, 20% L cut work Pants4 and 20% L Cut work Pants2 in this way the comfortability percentage is shown by respondents.



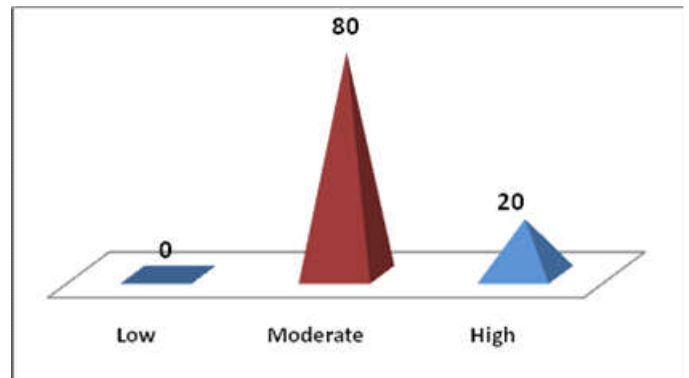
7. 100% respondents agreed that these garments will be accepted by the mass of the people.



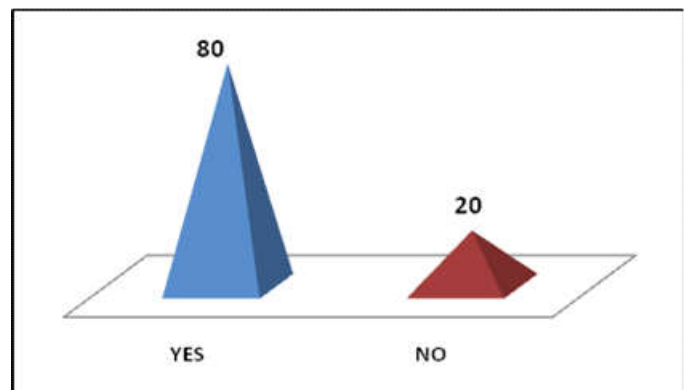
8. 70% of the respondents liked the blending of denim with net and 30% of respondents liked the blending of denim with Mashroo fabric.



9. The cost of the garments was found to be moderate by 80% respondents and 20% respondents said that it is high cost.



10. The fashion items were said to be dangerous by 80% of the respondents but 20% respondents does not agree with this.



Conclusion

Denim has transcended the past decades and is still sustaining a lucrative market for itself. A garment worn while doing tough physical work done to its strength and durability has now become a fashion item and is seen being worn by everyone. So this study focus on creating new designer garments from old denim. Three styles of lower garments were prepared such as skirt, dungaree, Bermuda, wrap pant and cut wrap pant. The result revealed that L Skirt-2, L Dungaree-2, L Wrap Pant-5 were liked by the respondents in terms of comfortability. 100% of respondents agreed that these garments will be accepted by the mass of people. 70% of the respondents like the blending of denim with net. The cost of the garments was found to be moderate by 80% of the respondents. 80% of the respondents like the awareness of fashion items which can endanger the health. Fads come and go, but the trend of old denim new look is here to stay forever.

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