THE CHANGING STYLING OF DECORATIONS USED ON JEANS

RAMANDEEP SODHI*; DR.RITA KANT**; POOJA BHATIA***

*JUNIOR RESEARCH FELLOW, DEPARTMENT OF FASHION TECHNOLOGY, PANJAB UNIVERSITY

**ASSOCIATE PROF., DEPT. OF FASHION TECHNOLOGY, PANJAB UNIVERSITY, CHANDIGARH, INDIA.

***MANAGER MARKETING, SATIA GROUP, NEWDELHI.

ABSTRACT

The purpose of this study is to investigate a comparative status of decorations used on jeans in the year 2005 & 2012 in Chandigarh. Survey method was adopted to carry out the work. Questionnaire schedule, Interview method and observation method were the tools used. The major findings of the study revealed that decorations used on Jeans in 2005 were washed or faded, fringes, patches, stripes, worn outs, painting, stickers, laces, buckles, different pockets, belts, zippers, sequins, embroidery, turn ups, fusion and wrinkled. Whereas in 2012, out of these, only fading seemed to be omnipresent feature in all decorated jeans in all international, national, designer and local brands. Decorations like worn out, wrinkled, different colored belts and embroidery were found in all four of them. Zippers, worn out and different pockets were exclusively used to a larger extent on International jeans and local jeans. Almost all designer jeans have fading and embroidery. Wrinkled effect and use of different colored belts was used largely on national brand jeans. Stickers were exclusively found on local brand jeans. However the other forms of decorations such as patches, printing, fusion, bead or sequins, turn ups, tie and dye effects, fringes etc are rarely used nowadays.

KEY WORDS: Decorations, Embroidery, Faded, Jeans and Zippers.