

Research Paper



Feb-2010

Everlasting Appeal of Brocade and Golden-Silver Embroidery in Indian Textile A Comparative Study



* Dr.Smriti agarwal **Prof. Rashmi Harit

*Government Girls College; NMH

** Government Girls College; NMH

The art of brocade is an important part of ancient arts of India, It's reference can be found in ancient scriptures too .If we study and observe the ancient history, we find many examples of brocade work applied on cotton, silk and georgette cloths, in many regions of India. In olden times warp and weft, threads were interlaced with Golden-silver threads. For this technique, Golden-silver and metal threads of real gold-silver. Previously weaving was done manually on loom. Than as fashion changed Brocade embroidery came into existence. If was also done by hand golden And silver thread were used mainly on royal costume ,Because these costly .Weaving and embroidery both techniques were used for Golden-silver work.

Golden-silver embroidery and Brocade weaving both are still very popular. Although this art is modified according to the current fashion. Golden-silver embroidery plays an important part of fashion. This art has been changed a lot according to the change in fashion, and it is still in the process of change, as to the use of materiel (cloth and accessories), such as Zari, Zerdozi, Pipe, Selma –sitar, metallic leaf Mirror, sparkle etc. Brocade work has always been favourite and it is still in grant demand. Now in place of real gold and silver, plastic zari in use which has made

it reachable, for common population.

A survey study was conducted on 50 women to find out the effect of age on the acceptance of Golden-silver embroidery. Subjects were dividing into two age groups, first 21-26 years of age and grouped second 30-45 age grouped.

From the table above it was seen that when the Golden-silver embroidery was preferred by 86% women in first groupe and 78% women in second groupe.

From the above table it was observed ,that Golden –silver embroidery was used in dresses and apparel on many occasions. When the choice of accessories in brocade embroidery was studied through a survy, it was found that more than 52% women like them.

It is clear by the above table that the work of mirror, metallic leaf was liked more zeri, Zerdozi, Pipe Salma –sitar was prefferd least ,because they are less durable and they loose their shining with the passage of time.

From the above table it was that shades of different colours in, brocade embroidery were prefer by 52% women's and tints colour were preferred by (44%),were most women under first and seconded age group .And its clear that tints of colours were preferred (56%)in Golden-silver embroidery or (48%)women preferred.

Table No. 1 Effect of age on acceptance of Brocades and Golden-silver embroidery.

Embr.style	21 to 26 years age groupe		30 to 45 years age groupe	
	No.resp.	%	No.resp	%
Brocade	7	14	11	22%
Golden-silver embroidery.	43	86%*	39	78%*
Total	50	100%	50	100%

Table No.2 Showing the preference for different accessories with Golden-silver embroidery.

S. No.	Accessories Golden-silver embro.	Acceptance by women 21-to 45 years age groupes.	
1	Zari,Zerdozi,Pipe	26-40	52-80%
2	Salma –sitara,	40	80
3	metallic leaf.	45	90%
4	Mirror,sparkle	40-46	80-92%

Table No.3 Effect of tints and shades of different coloures on acceptance of brocade and Golden - silver embroidery.

s.no.	Occasions	Tints of colour(N-50)		Shades of colour(N-50)	
		Resp.	%	Resp.	%
1	Brocade	22	44%	26	52%
2	Golden – silver embroidery	28	56%*	24	48%

Conclusion:-

After 1998 the impact of Golden –silver embroidery has emerged as one of the promenade part of fashion but after 2002 there was boom in this which has been able to make it more impressive because every new design come with new thinking . This is helpful in providing a new print in the market .Which attractive the consumer often in clothes having Golden- silver embroidery which are heavy ,light and costly and expensive .Some time we can see the Golden –silver embroidery not only in Indian culture but in western culture also in evening Gown and Party wear garments. In India it is popular with every cast and religion .As in Boar society we find that its used on Reeda , Topy, and Kurta and Muslim society used it on Burkha. The consumers are inclined to like it with happiness and zeal.

REFERENCE

1. Alison Gernsheim, Victorian and Edwardian, A photography survey, Dover publication
2. Holly Brubach, 1999, A Dedicated follower of fashion, Phaidon press,
3. Holly Bruback, Fashion and Marketing Haworth press.
4. Peter Mcclaud, Past and present trend in fashion technology, Banished Publication. 2006.