

Comparative Study of Various Sizes for Ethnic Wear Being Retailed In Punjab

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Abstract

It's just unbelievable as to how much amount of range does India have in ethnic wear; and one of the most famous ethnic clothing adorned by the Indian women is "Salwaar Kameez", a dress that has its roots in undivided Punjab. The beauty of "Salwaar Kameez" is that, it's designing has evolved according to the change in the outlook of women. Salwaar Kameez today is not only restricted to tailor made customized clothing, but it is the clothing item that has the maximum options available in 'Ready to Wear' category. This beautiful ensemble is available in almost all the big brands with different sizes and styles which fit according to the body type of the women. Considering the convenience of the today's working women who hardly have time to sit back and design for themselves and who cannot pay regular visits to the tailors, the ready to wear option had been introduced and is doing great. But as every coin has two sides, this convenience also creates a problem for women as every brand has its own size chart which confuses the customer, a customer doesn't understand which size to buy of which brand.

Key words: Culture, Ethnic wear, Kudi, Style, Variety

INTRODUCTION

India is a vast country with large varieties in caste, creed and culture. And due to this vast culture the people of India especially women, has an unlimited variety of ethnic wears. Our culture presents an endless combination of colorful dresses reflecting the culture of the particular place. The main traditional dress codes for women are sarees, salwar kameez, lehenga and kurtis. Another equally famous ethnic wear for women is Salwaar Kameez. It is the most elegant dress, originally from Punjab and Kashmir that has become popular worldwide. Time and again many patterns have been introduced like the parallels, short kameez with Patiala salwar, Churidar and designer dupattas. More and more women today prefer Salwaar kameez and Kurtis over any other ethnic wear due to its convenience and comfort it offers. Another ethnic wear is Lehenga or the Gagra Dress. The lehenga has many patterns reflecting the regional styles.

As each region has its unique set of creativity in creation with regard to fabric selection, print, embroidery, dye, block print, etc it is impossible to study all the ethnic wear in all the states, The present study is based on the Branded Ethnic Wear being retailed in Punjab.

Punjab being one of the most colorful states provides a large variety of options for women. The Famous constituents of an ensemble in Punjab are Salwaar Kameez, Parandi, Jutti for women and Dhoti Kurta, Turban and Jutti for Men. Ethnic wear for women has been improvised to go in par with the modern trend and western outfits. Till date this is the most preferred attire for all Indian women who exhibit beauty, elegance, style and certain unique personality. Now-a-days, more and more demand of ready to wear clothes is increasing specially in Punjab due to the increase in the number of working women, this increase in demand leads to increased usage of ready to wear clothing and thus the increased problems.

As India is a Beautiful Country the people living here are also equally smart and beautiful specially “Punjabi Kuddiyan.” Punjabi kuddis are famous for being beautiful and dressing according to their body structure. As every female has a different structure normally a female body shape or female figure is the cumulative product of a woman's skeletal structure and the quantity and distribution of muscle and fat on the body. As with most physical traits, there is a wide range of normality of female body shapes. Women's bodies occur in a varied range of shapes. Normally females are typically narrower at the [waist](#) than at the [bust](#) and [hips](#). Normally a female body has been characterized into eight different shapes which are: straight, pear, spoon, hourglass, top hourglass, inverted triangle, oval and diamond. Keeping in view the different body shapes of Indian women, various National and International Brands are working on ready to wear range of Salwar Kameez.

The standard set for the sizes of the clothes are based on the “Guide for Sizing System for Clothes” IS: 10397-1987 by Bureau of Indian Standards.

Table-1				(In cms)			
SIZE CODE	8	10	12	14	16	18	20
BUST GIRTH	82	86	90	95	100	105	110
WAIST GIRTH	63	68	73	78	84	90	95
HEIGHT	171	171	171	171	171	171	171
HIP GIRTH	85	90	95	100	105	110	115

The demand for Ready to Wear Clothes is facing an increasing trend due to change in the life styles of women . The Most Preferred Brands in Ethnic Wear in Punjab are: BIBA, W, Meena Bazaar, Pantaloons, FabIndia, Global Desi, West side, Lakshita, Karmik, Lifestyle, Gili, Trisha, Aakriti, All, etc. Different Brands are following Different Size patterns which are normally categorized as:

XS - Extra Small

S - Small

M - Medium

L - Large

XL – Extra Large up to XXXXL.

The Major Concern in these kinds of clothes is that different brands are following different size patterns according to their Designs and Styles.

- In BIBA, the size starts from 32(bust 89cms), 34(bust 94cms) and so on.
- In FABINDIA the size starts from XS (bust 81cms), S (bust 86cms) and so on.
- In W the size starts from 6(bust 85cms), 8(bust 91cms) and so on.

It normally confuses a customer as which would be the appropriate size for her body structure. Therefore, in order to overcome the problem relating to the sizing system for ethnic wear being retailed in Punjab, 6 different famous brands depending upon the variation in their sizes they sell were studied. These included BIBA, FabIndia, Global Desi, Lakshita, W and West side.

OBJECTIVES

- To study available brands of ethnic wear being retailed in Punjab.
- To compare the available sizes in different brands with the standard sizes (IS: 10397-1987) and amongst each other.
- To propose new set of acceptable sizes for all the brands.

METHODOLOGY

The research methodology adopted was involved fact-finding, inquiries of different kinds *etc.* A wide variety of methods were considered, either singly or in combination. They can be grouped as:

Primary data – Data was made available through interview and questionnaires. Questionnaire was prepared to know the awareness, attitude and perception of the respondents towards Ethnic wear brands.

Secondary data – These were collected from documents, records, Journals, Internet, text books, *etc.*

The target group/ respondents belong to Women in the age group of 20-25years of age in Ludhiana. The sample size taken for the study was 170 respondents, and 40 shops selling ethnic wear in Ludhiana. The nature of research is exploratory research design. The data were collected through a structured questionnaire developed to gather information from the teenagers. The type of questionnaire is Structured and Undisguised.

Sampling technique adopted was to gather data from sampling unit, questionnaire method and interview for 3 weeks. The various statistical tools for the analysis and interpretation of data were used in terms of simple percentage method and Pie charts/diagrams.

RESULTS AND DISCUSSIONS

Keeping in view the large existence of the problem of the sizing in every brand, six different brands were selected on the basis of percentage acceptability of each and these were studied for their sizes in Ludhiana. The size charts being followed by each are as follows:

Table-2

BIBA						
SIZE CODE	32	34	36	38	40	42
BUST GIRTH	89	94	102	107	112	117
WAIST GIRTH	81	86	94	102	107	112
HIP GIRTH	94	99	107	114	119	124

Table-3

FABINDIA						
SIZE CODE	XS	S	M	L	XL	XXL
BUST GIRTH	81	86	91	99	107	114
WAIST GIRTH	61	66	71	76	84	89
HIP GIRTH	86	91	97	104	112	119

Table-4

GLOBAL DESI						
SIZE CODE	XS	S	M	L	XL	XXL
BUST GIRTH	89	94	99	109	114	119
WAIST GIRTH	81	86	89	99	107	112

HIP GIRTH	94	99	104	114	119	127
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Table-5

LAKSHITA				
SIZE CODE	S	M	L	XL
BUST GIRTH	86	91	99	107
WAIST GIRTH	71	81	91	102
HIP GIRTH	91	97	104	112

Table-6

W							
SIZE CODE	XS	S	M	L	XL	XXL	XXXL
BUST GIRTH	85	91	97	102	105	109	116
WAIST GIRTH	75	81	88	93	98	103	110
HIP GIRTH	96	103	107	111	116	121	126

Table-7

WESTSIDE						
SIZE CODE	XS	S	M	L	XL	XXL
BUST GIRTH	86	91	97	102	107	112
WAIST GIRTH	74	79	84	89	94	102

HIP GIRTH	91	97	104	109	114	117
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But as stated earlier also the Indian Government has set a guideline for sizing the system for clothes IS: 10397-1987.

Table-8

IS:10397-1987							
SIZE CODE	8	10	12	14	16	18	20
BUST GIRTH	82	86	90	95	100	105	110
WAIST GIRTH	63	68	73	78	84	90	95
HIP GIRTH	85	90	95	100	105	110	115

Now we know the difference in sizing due to which a customer has a problem while selecting the clothes of different brands.

Table-9: Comparison of the available sizes with standard sizes.

	IS:10937	BIBA	FABINDIA	GLOBAL DESI	LAKSHITA	W	WESTSIDE
SIZE CODE	8		XS	XS		XS	XS
BUST GIRTH	82		81	89		85	86
WAIST GIRTH	63		61	81		75	74
HIP GIRTH	85		86	94		96	91
SIZE CODE	10	32	S	S	S	S	S
BUST GIRTH	86	89	86	94	86	91	91
WAIST GIRTH	68	81	66	86	71	81	79
HIP GIRTH	90	94	91	99	91	103	97
SIZE CODE	12	34	M	M	M	M	M
BUST GIRTH	90	94	91	99	91	97	97
WAIST GIRTH	73	86	71	89	81	88	84
HIP GIRTH	95	99	97	104	97	107	104
SIZE CODE	14	36	L	L	L	L	L
BUST GIRTH	95	102	99	109	99	102	102
WAIST GIRTH	78	94	76	99	91	93	89
HIP GIRTH	100	107	104	114	104	111	109
SIZE CODE	16	38	XL	XL	XL	XL	XL
BUST GIRTH	100	107	107	114	107	105	107
WAIST GIRTH	84	102	84	107	102	98	94
HIP GIRTH	105	114	112	119	112	116	114
SIZE CODE	18	40	XXL	XXL		XXL	XXL
BUST GIRTH	105	112	114	119		109	112
WAIST GIRTH	90	107	89	112		103	102
HIP GIRTH	110	119	119	127		121	117
SIZE CODE	20	42				XXXL	
BUST GIRTH	110	117				116	
WAIST GIRTH	95	112				110	
HIP GIRTH	115	124				126	

To understand the problems a woman faces while opting for a particular size of a particular brand an on-line survey was conducted on the women who normally go and buy branded ready-to-wear ethnic clothes.

CONCLUSION

The online survey on 170 women who normally go and buy ethnic clothes clarifies that the most preferred size chart for them is:

S-86/71/91, M-91/81/97, L-99/91/104

Out of the total 65.88% women voted for this size chart out of the six charts. The best brand with respect to the size chart which suits the women both physically and psychologically is Lakshita and the most accepted size chart is:

Table-10

LAKSHITA				
SIZE CODE	S	M	L	XL
BUST GIRTH	86	91	99	107
WAIST GIRTH	71	81	91	102
HIP GIRTH	91	97	104	112

It can thus be concluded that in the present world where women is shouldering an equal responsibility with men, she hardly has time to go from shop to shop and try clothing. Need of the hour is a brand which satisfies both her essential as well as aesthetic requirements. The Industry needs to do a little thinking and try and standardize the sizes, which will not only solve the problem of variation in sizes but the uniformity will lead to increased sales not only in India but also Worldwide.

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