



RESEARCH ARTICLE

OLD DENIM NEW LOOK – AN APPROACH TOWARDS REUSE IN UPPER GARMENTS

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ABSTRACT

History of denim is as colorful as the fabric that has ruled the fashion chart of the world for the past fifteen decades. Gradually due to technological advancements denim turned as a fashion symbol. In 1800s American gold miners needed clothes that were strong lasted longer and durable and it has good abrasion resistance, means the fabric absorbs a lot of friction before it breaks apart. But in present era, Denim is no more considered as 'workwear'. Though branded jeans are very expensive wearer get fad up after a long use. So the study focus on "Old Denim New Look" in which old denims was re-use to create a new designer garment. About 100% of respondents like the concept of re-use of old denim and 90% of respondents said that it is the best way of waste management.

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INTRODUCTION

Denim is the unique apparel preferred by all age groups and due to its popularity a lot of development work has been done in last few decades (Annukumari *et al.*, 2016). Denim are the staple to everyone's wardrobe now a days while it is fun to explore new styles and colors of denim dresses from shorts to jeans or skirts to shirts and jackets. It is the durability of this rugged fabric that makes the garments made out of its long lasting (www.fibre2fashion.com). The scope for denim wear is increasing tremendously every year and its worldwide market share has increased unpredictably in last few decades (Kumar *et al.*, 2016). Denim is a sturdy and durable fabric which is woven in a manner that it can effortlessly worn in rough conditions. The durability comes from the weave known as "Twill Weave". The blue yarns are the lengthwise or warp threads and the white yarns run across the fabric width i.e. the weft threads twill weave imparts strength to denim that helps it to undergo a lot of friction before it breaks apart (www.fibre2fashion.com). Denim has always been used for very durable outdoor work clothing. Because of its weight, rigidity and thickness, denim is chosen for casual jackets skirts and jeans. Denim as a fabric was introduced first in the USA during the Californian gold rush (www.textiletechnology.wordpress.com). Denim has been in American usage since the late 18th century. The word comes from the name of sturdy fabric called serge originally made in NIMES France by the

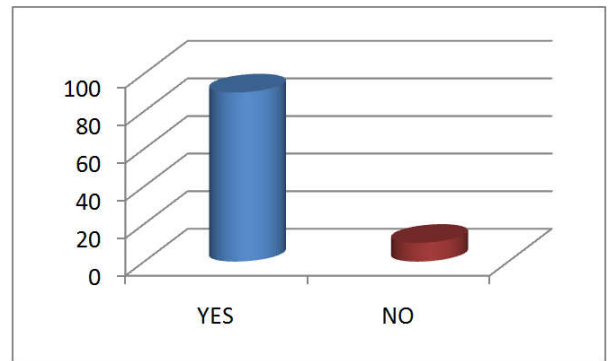
Andre family originally called "Serge –De–Nimes". The name was soon shortened to Denim. Denim was traditionally colored blue with indigo dye from the plant "Indigo fera tinctora" to make blue Jeans though jeans then denoted a different lighter cotton textile, the contemporary use of jeans come from the French word for Genoa, Italy (Genes), where the first denim trousers were made (www.indiantextilejournal.com). The year 1986 marked the birth of Indian Denim when Arvind Mills, a member of the Lalbhai Group set up the first Denim plant in Ahmedabad (www.textiletechnology.wordpress.com). The ubiquity of blue denim as a global clothing is precisely such a blindingly obvious presence in the world. No-one today is going to be surprised by fact that hunters wear blue Jeans. Balfour – Paul (1998) traced the roots of blue jeans in indigo. The rise of denim has mainly preserved the look of indigo through artificial dye over more or less the same period that saw the decline of the once global use of indigo itself as a dominant because it is one of the least fugitives of natural dye (Daniel Miller *et al.*, 2015). Environmental issues affect the production of fiber yarn, Fabrics, finishes, dyes and pigments and prolong use of denim as Jeans sustained a valuable position over other apparel varieties due to its longer lifespan; reusing facilities often use the fabric by alternation. So, the old denim garments were used to create a new looks in upper garment form. Denim not only exists in every country in the world, but in many of these, it has become the single most common form of everyday attire (Daniel Miller *et al.*, 2015). So, this is the sustainable creation in the changing society or re-using to save environment with new look by designer. So, a study was conducted with following objectives:

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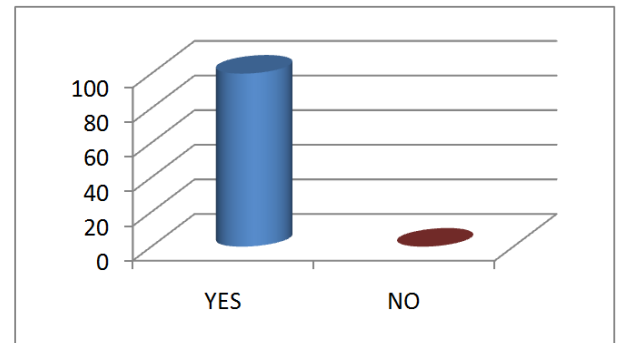
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- (1) To study the denim fabric this is universally recognized.
- (2) To design three styles of upper garments out of old denims.
- (3) To promote the re-use of old denim and study the acceptability, opinion about durability, cost, comfort and blending with other fabrics.

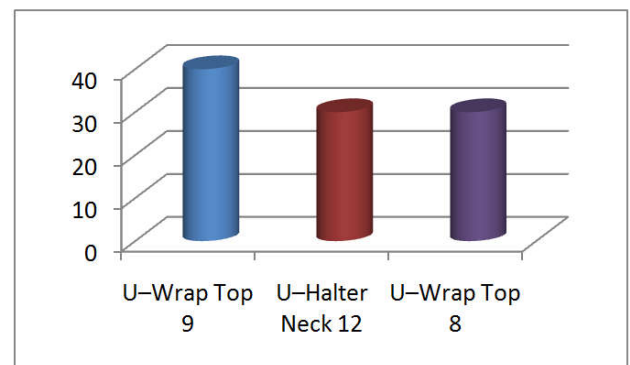
[3] 90% respondents said that they like the garments developed by re-use of denim as it is the best way of waste management and 10% respondents refuse it.



[4] 100% respondents liked the designing of upper garments made from old denim fabrics.



[5] 40% (U-Wrap Top 9), 30% (U-Halter Neck 12), and 30% (U-Wrap Top 8) in this way the comfortability percentage is shown by the respondents.



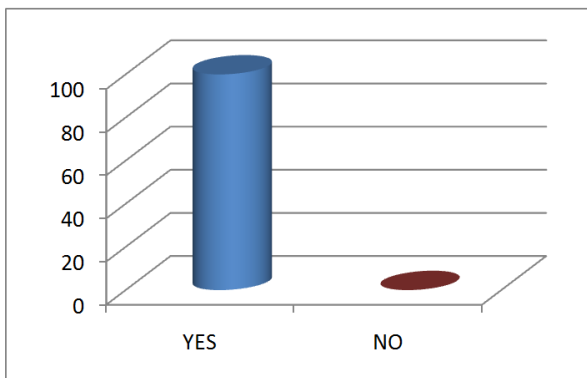
[6] 50% (U-Bolero Jacket 8), 30% (U-Bolero Jacket 9), 20% (U-Jacket 12), in this way the comfortability percentage is shown by the respondents.

Methodology

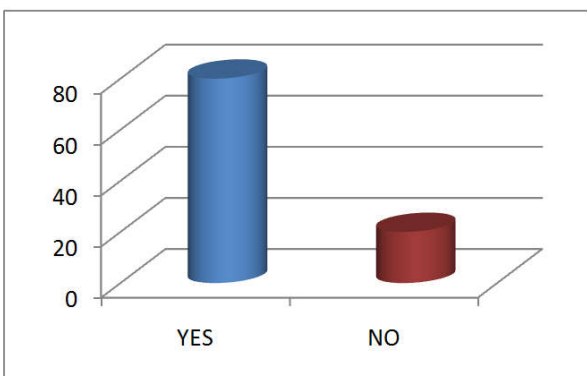
In this study, the information regarding denim was collected and studied which includes history of Denim, weaves used in Denim and how to use the old Jeans or Denim in creating innovative upper garments. The survey was carried out in which different level of satisfaction in terms of acceptability, durability, cost, comfort, shades and blending with other fabrics and new garment was produced, which was kept for survey and to saw acceptability by mass people. Totally 9 garments were designed, cut, stitched and embellished. 2 wrap top, 1 Halter neck vest, 2 Bolero jacket, 1 simple Jacket, 2 shirt waist and 1 asymmetrical top were prepared. The basic material used was old used denim along with it net viscose rayon [mashru] and trimmings such as metal buttons, show buttons, embroidered laces, ruffles, bows were used. The garments prepared were designed from designer’s point of view in various colors, patterns and also keeping in mind regarding ongoing fashion and trends. The garments were showcased by organizing a display and questioners were filled on the spot to check the acceptance level. Total 100 questioners 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.

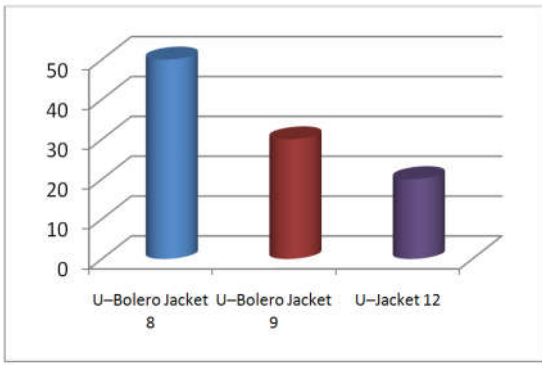
Major Findings

[1] About 100% respondents like the concept of re-use of the old denim.

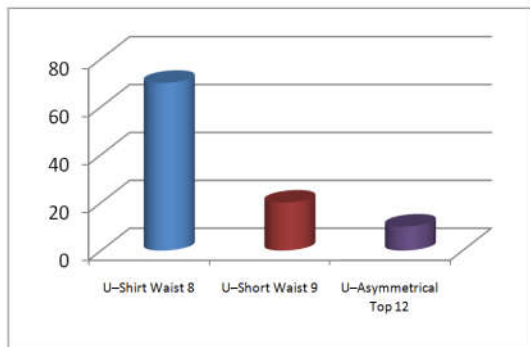


[2] 80% respondents agree that denim is the most durable fabric but 20% respondents said that cotton is more durable.

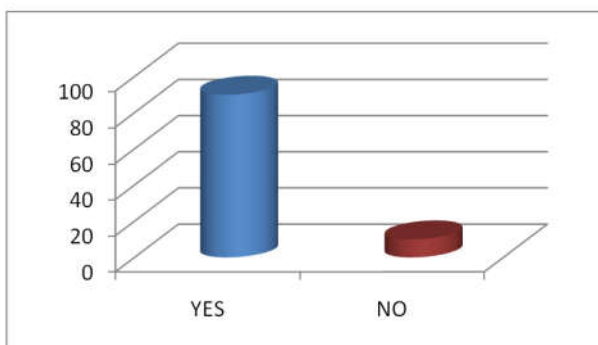




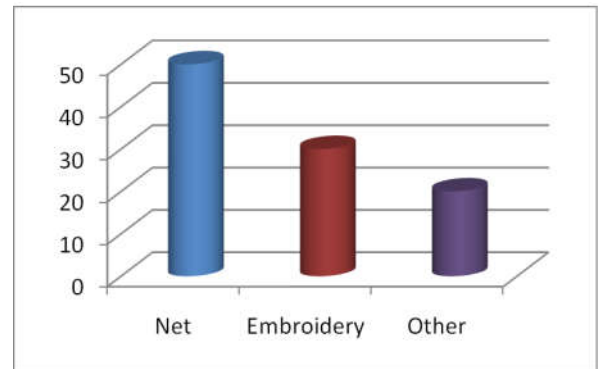
[7] 70% (U-Shirt Waist 8), 20% (U-Shirt Waist 9), 10% (U-Asymmetrical Top 12) in this way the comfortability percentage is shown by the respondents.



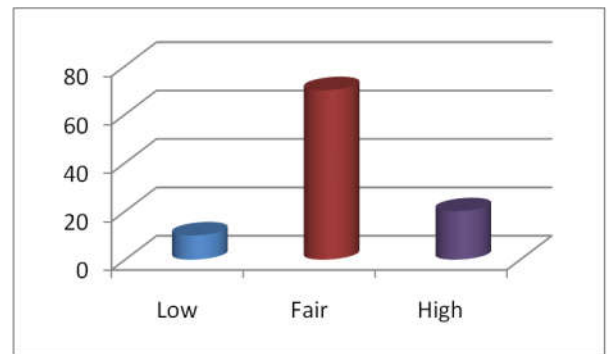
[8] 90% respondents agreed that these garments will be accepted by the mass of people, but 10% respondents said that it will not be accepted by the peoples.



[9] The innovative blending of denim with net was liked by 50% respondents, 30% like the blending with embroidery and 20% respondents like the blending with other fabrics.



[10] The cost of the garments was found to be fair by 70% respondents, 20% respondents said that cost was high and 10% said that the cost was low.



Conclusion

Thus, denim is one of the timeless fabrics that never seem to go out of the style and it is so integral to today’s fashion industry. So this study focus on creating new designer garments from old denims. Three styles of upper garments were prepared such as Wrap Top, Bolero Jacket and Shirt Waist. The results revealed that U wrap top 9, U Bolero Jacket 8 and U shirt waist 8 were liked by the respondents in terms of comfortability. About 90% of respondents agreed that garments will be accepted by the mass of people. 50% of respondents like the innovative blending of denim with net. 70% of the respondents found that cost of the garments was fair. This approach towards re-use in upper garment can give new hope to fashion.

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