

## AN APPLICATION OF TODA EMBROIDERY ON THE APPARELS AND ACCESSORIES

CAROLIN BABY<sup>1</sup> & S. KAVITHA<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Fashion Technology, Institute of Fashion Technology  
Kerala (IFTK), Kerala, India

<sup>2</sup>Associate Professor & Head i/c Department of Home Science, Mother Teresa Women's University,  
Coimbatore, Tamil Nadu, India

### ABSTRACT

*Traditional clothing in India greatly varies across different parts of the country and is influenced by local culture, geography, and climate and ritual urban settings. Decorating materials with embroidery is an ancient tradition and reveals about the lives and customs of particular cultures. Embroidery is a manifestation of the artistic creativity of the people. In India, Todas are found in the Nilgiri District of Tamil Nadu State. The Todas are a small community who live on the isolated Nilgiri Hills of Tamil Nadu. Toda tribes are also famous for their unique embroidery called 'Toda embroidery' which is less known craft to the outside world. Toda tribes are very secluded in nature and very few people know about this tribe and their unique embroidery. Few efforts are being taken by Government and NGO's to preserve Toda embroidery. Thus the present study focuses mainly on preserving their traditional craft. Toda embroidery now only found in cotton shawls and some limited accessories. They are using 2x2 basket weave structures to identify the yarn gauge. Since an effort has been taken to develop linen and bamboo fabrics in mock-leno weave for the application of Toda embroidery on men, women and kids garments and accessories. It also aims at making an indigenous art known to the outside world and to commercialize this traditional craft. It also aims at making the indigenous art known to the outside world. The study would be a step forward to impart new dimensions to the fashion world.*

**KEYWORDS:** *Toda Embroidery, Traditional Craft, Accessories & Indigenous Art*

**Received:** Jul 12, 2018; **Accepted:** Aug 01, 2018; **Published:** Aug 24, 2018; **Paper Id.:** IJTFTOCT20182