

DESIGN ANALYSIS OF INFANT-WEAR GARMENTS

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ABSTRACT

The Global Baby Apparel market size was valued at USD 135.5 billion in 2018. Three most important factors while selecting Infant-wear garments are Safety, Comfort and Convenience as per few studies conducted before. As part of the ongoing research in which the overall study focuses on the Design improvements of Infant-wear garments and its impact on Export/Import trend of India. So, the Research paper focuses on the major factors considered while designing Babies garments. Infants (0 to 18 months) have a sensitive skin, increased mobility and they outgrow their clothes faster. So parents face challenges in regard to the comfort, price and regular requirement of new clothes as per the growth stage of the baby. Though a comfortable and durable garment with product safety guidelines followed is the mandatory requirement of Infant-wear Apparel but at the same time, Design plays an important role during Product Development considering convenience of the parents and their babies. The study is focused on the observations from 5 products and inputs from few designers have also been taken.

KEYWORDS: *Infant-wear, Design Analysis & Buyer/Parents' preference*

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