

THE SPLENDOUR OF NAUVARI KACHA SAREE DRAPE-A STUDY ON POPULARITY

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ABSTRACT

India is known as the land of culture and tradition, and saree being the most traditional Indian attire is loved by all cultures alike. Saree is the only attire that has been constant over the years. A woman looks most elegant and timeless in a saree. There are different varieties of saree in terms of fabric and cultural importance and so are the draping styles. Nauvari is a traditional saree drape gets its name from Nine-yard saree. In the present study an attempt has been made to understand the various draping styles of Nine-yard sarees, impact of movies in popularising these unique drapes, and also to know the customers views about these draping styles. The study reveals that majority of women respondents are aware of Nauvari kacha style draping, and they also strongly support that these saree drapes will help in upholding the Indian tradition and culture to the next generation.

KEYWORDS: *Nauvari, Drape, Kacha style, Saree & Tradition*

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