THE SHAPE AND SIZE FOR DESIGNING THE UNISEX CLOTHING: A STUDY

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ABSTRACT

Clothing, creates interactions with others, can transmit a vast array of meanings such as identity, value, mood, and attitude. The core value is unisex clothing and transformable, made to fit on different body parts in different ways. The study was carried out with the objective to identify the different body shapes to be considered for unisex clothing, to identify the different sizes of Unisex clothing, to identify the colour and shade preferred for unisex clothing and to frame a shape, size and colour for different body shape towards manufacturing unisex clothing. National Institute of Fashion Technology (NIFT) has 16 Centres throughout India out of which the 4 Centres situated in Bengaluru, Chennai, Hyderabad and Kannur were taken up for the study. Out of 1067 questionnaires distributed 915 had responded and the response rate works out to 85.75%.

Six different body shapes such as Triangle shape, Inverted triangle shape, Rectangle shape, Hourglass shape, Diamond shape and Rounded shapes were considered for the study. The size measurements that are normally taken are for bottom size i.e. waist measurement and top size i.e. chest measurement. For unisex clothing, the bottom has been indicated as less than 28”, 28”, 30”, 32” and 34”. The top size has been indicated as XXS, XS, S, M, L, XL and XXL. The study also identifies the colour preferences for unisex clothing.

The neutral shades are the most preferred shades by Less than 28 and 28 in XS preferred by Triangle, Rectangle, Diamond and Rounded shapes. The neutral shades are the most preferred shades 28, 30, 32 and 34 of M preferred by Inverted Triangle, Rectangle, Hourglass and Rounded shapes whereas the Light shade preferred by Diamond shape. The neutral shade of 32 only preferred by L in Triangle and Inverted triangle shapes, whereas Light shade is preferred by L in Rectangle and Dark shade in Hourglass and Rounded shapes. The dark shades are the most preferred shades by Less than 28 and 28 in XS preferred by Inverted triangle and Hourglass shapes. Earlier studies were carried out among the apparel and fashion designers on their Perception and Awareness on Unisex Clothing. Further, based on the designer's opinion, this study facilitates to identify the body shape and size for unisex clothing.

KEYWORDS: Unisex Clothing, Shape and Size, Colour Preference & Shades for Unisex Clothing

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