

COLOUR CHANGING PRINTING IN AN INDUSTRIAL ENVIRONMENT; ON SELECTED POLYMER BASED FABRICS

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ABSTRACT

With an increase of consumers dependent on the internet, fashion blogging and social networking, a new trend has seeped through into the market; personalized fashion. Incorporating an element of personalization into mass market fashion is essential to uplift the prominence in the global fashion market. To fulfill the above requirement, it is required to create a garment that is sensitive to the changes of its wearer, to its environment, and by changing its look according to the current condition, giving the wearer a sense of individuality. Colour changing prints are sensitive to certain environmental elements such as water, sunlight, and temperature. When in contact with one of the above elements, an alteration in its molecular structure results in a change of colour, giving the wearer a sense of personality as their clothes tune in and out of their engaged activities. Thus the principal objective of this study is to identify the feasibility of using colour changing printing technologies in an industrial environment on selected polymer based fabrics and to produce an outcome acceptable by industrial standards. The results highlighted that the technology of colour changing printing can be moved forward from conceptual fashion to being used within an acceptable industrial environment.

KEYWORDS: Personalized Fashion, Colour, Changing, Printing Technologies