

EVALUATION OF DESIGNED ILKAL HANDLOOM SAREES BY CONSUMERS

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Received: 18 Mar 2020

Accepted: 24 Mar 2020

Published: 31 Mar 2020

ABSTRACT

The Fashion world might be trending with varied patterns and clothing styles. However, Sarees remain a vintage representative of the woman's style quotient. It's a wear that is evergreen and will never let be replaced by any trending clothing. Each state in India produces a unique variety of traditional handloom sarees that represents the art, culture and tradition of that particular place. The Ilkal sarees are the traditional textiles of north Karnataka that are famous worldwide. In present days the usage of handloom and traditional technique of kondi to develop Ilkal sarees is declining because of power looms. For the present study Ilkal sarees are designed and developed in handloom with kondi technique and woven with beautiful kasuti motifs. The traditional techniques and handlooms needs to be retained and craftsmanship needs to be encouraged, The research study focuses on the development and acceptance of the designed and developed Ilkal handloom sarees with woven kasuti designs. The developed sarees were considered unique and was well accepted by the consumers.

KEYWORDS: *Ilkal, Handloom, Kondi Technique, Kasuti*