

Major Project Report

SJJM352

Submitted

**In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)**

By

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Under the supervision of

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SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

May 2020

Certificate

This is to certify that this Major Project Report is an academic work done by **MUKUL KAMBOJ**, **Roll No. 1709200023**, submitted in the in the partial fulfilment of the requirement for the award of degree of Bachelors of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.

(Name of student)

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(Roll No.)

Roll No. 1709200023

Signature

Mukul

Date: 29 May 2020

**School of Journalism & Mass Communication
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Gurugram**

DECLARATION

I MUKUL KAMBOJ, Roll No. 1709200023, Batch (2017-20) certify that the Major Project is originally work done by me and it has a detailed report of authentic work carried out by me in the 3 year of BA(JMC) course.

Mukul

Signature of the Student

Date: 29th May, 2020

Manasvi
Dr. Manasvi Maheshwari

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Acknowledgment

Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks to my project guide for providing me such a wonderful opportunity to widen the horizons of my knowledge. I express my heartfelt thanks giving support, guidance and encouragement throughout the project work.

Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Student Name: **MUKUL KAMBOJ**

Date: 29 May 2020

Roll No. 1709200023

What is natural dye?

◦ Natural dyes are dyes or colorants derived from plants, invertebrates, or minerals. The majority of natural dyes are vegetable dyes from plant sources—roots, berries, bark, leaves and wood—and other biological sources such as fungi



Advantages of natural dye

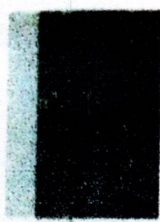
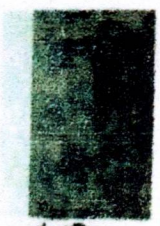
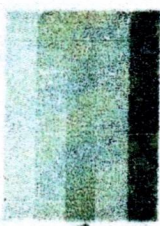
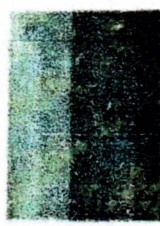
- Natural dyes are extracted from natural sources and hence they are eco-friendly
- Produces soft and soothing colours
- These dyes provide excellent protection from UV rays

Disadvantages of natural dye

- *Natural dyes are difficult to store**
- * Dye extraction is a time consuming process**
- * Reproducibility of the same colour shade is difficult**
- *Impurities in natural dyes fades away the colour produced**

Natural Dye Sources



				
				
Coral Tree	Indigo	Kamala	Henna	Sandalwood
				
				
Mimosa Root	Annatto	Cochineal	Cutch	Madder Root



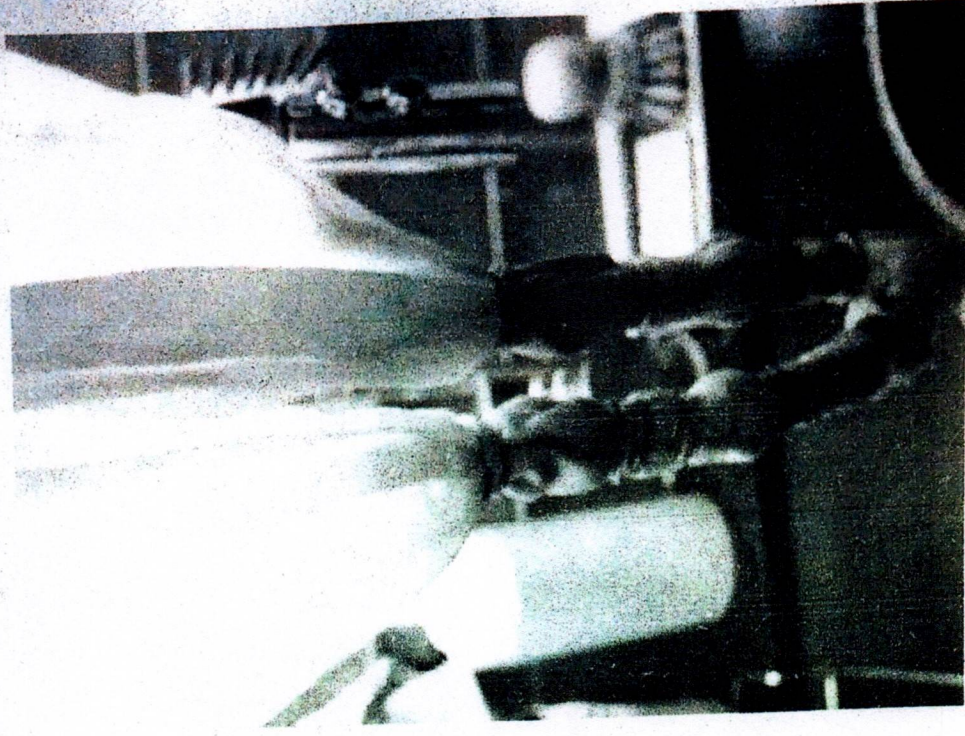
INDIGO DYE

Indigo (blue dye) is called as the king of all natural dyestuffs. It imparts blue colour. It is extracted from the leaves of the leguminous plant, *Indigofera tinctoria*. It is suitable for dyeing cotton and wool.



Turmeric

◦It produces shades of yellow on fabrics. It is suitable for dyeing cotton, silk and wool. The yellow dye is extracted from the ground root (rhizome) of turmeric plant



MARIGOLD

◦It is extracted from lemon or orange coloured marigold flower. It is suitable for dyeing both silk and wool fibres.



HEENA

◦The dye is extracted from the dried leaves of Henna plant, It produces yellowish orange colour. It is suitable for dyeing wool and silk fibres.



TEA LEAVES

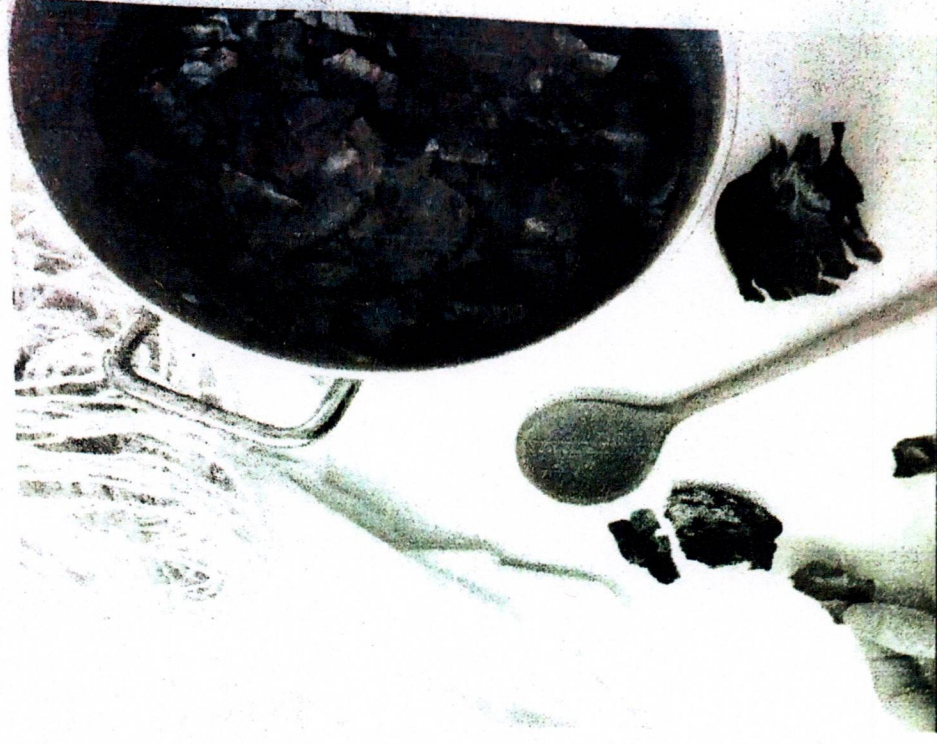
◦Leaves of tea plants or tea powder is used to extract dye. It produces different shades of brown.



Name of the Plant	Parts used	Dyed fabric
Indigo		
Indian madder		
Turmeric		
Marigold		
Henna		

ONION DYE

◦The dye is extracted from the outer most skin or peel of the onion (*Allium cepa*). The onion skins if properly dried can be used for one year.



MADDER DYE

°produces shades of red on textile fabrics. It is used for dyeing cotton and woollen fabrics. It is extracted from roots of *Rubia tinctoria*

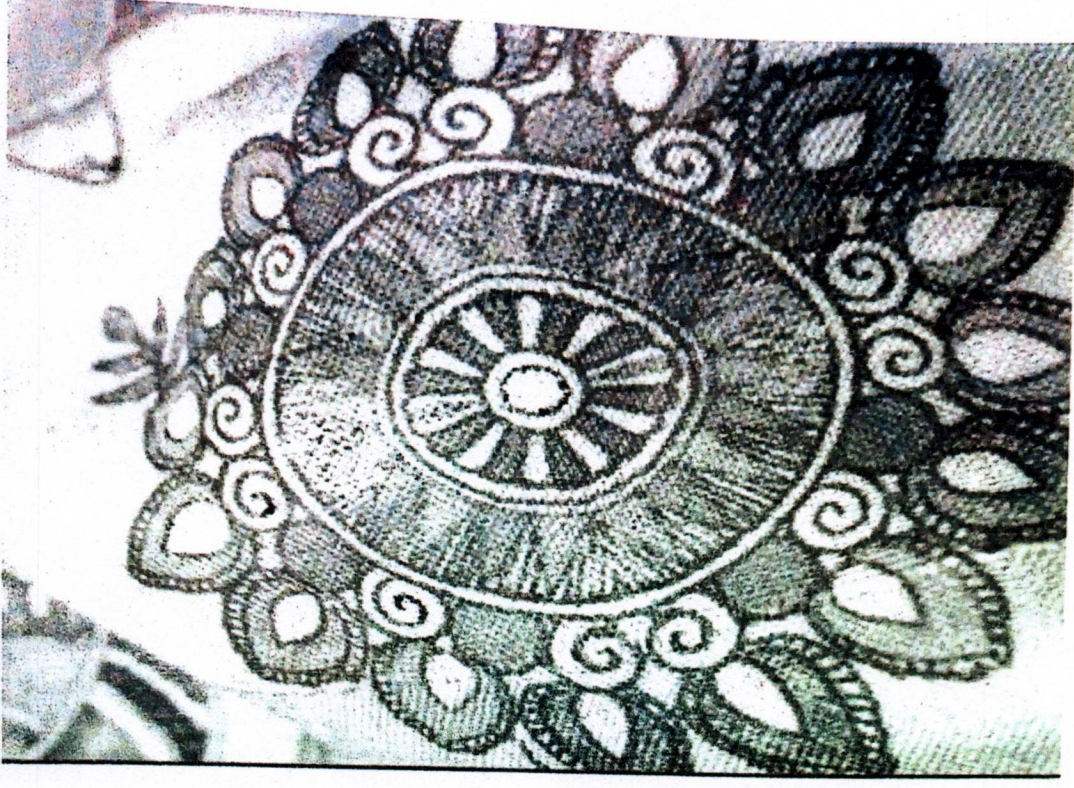


TYPES OF CRAFTS

MADHUBANI

◦ Madhubani paintings use two-dimensional imagery, and the colors used are derived from plants. Ochre, Lampblack and Red are used for reddish-brown and black, respectively.

Madhubani painting, also referred to as Mithila Art (as it flourishes in the Mithila region of Bihar),



PROCESS:-

◦ **Madhubani art is usually done by filling the colours with brush. This process is carried out either by filling or hatching.**



KALAMKARI

◦ Kalamkari is a type of hand-painted or block-printed cotton textile produced in Isfahan, Iran, and in the Indian state of Andhra Pradesh.



History:-

◦ 2500-year-old folk art, the history of Madhubani paintings is said to date back to the time of Ramayana, when king Janaka asked an artist to capture his daughter Sita's wedding to prince Rama. These paintings were usually created by women on walls and floors of homes during festivals, ceremonies or special occasions

PROCESS:-

◦The process of making Kalamkari involves 23 steps. From natural process of bleaching the fabric, softening it, sun drying, preparing natural dyes, hand painting, to the processes of air drying and washing, the entire procedure is a process which requires precision and an eye for detailing

HISTORY:-

◦As an art form, it was found in the wealthy peak of Golconda sultanate, Hyderabad, in the Middle Ages. The Mughals who patronized this craft in the Coromandel and Golconda province called the practitioners of this craft "Qualamkars", from which the term "Kalamkari" evolved.

PATCHITRA ART

More than a thousand years old, Patchitra is one of the oldest and most popular art forms of Odisha. The name comes from the Sanskrit words "patta" (meaning canvas) and "chitra" (meaning picture). Known for its rich colours, attractive motifs, designs



HISTORY :-

◦ **Pattachitra - a Sanskrit word, for the style of Hand Painting that originated in Orissa in 12 century B.C., i.e. more than 3000 years ago. It started when Painters of Orissa, or Oriya Painters, started making Chitra on a Patta as religious offering to Temples**

MYSORE PAINTING

◦ Mysore painting is an important South Indian art form that comes from the Vijayanagara School of painting. While the origins of the art form can be traced back to the Ajanta times (2nd century BC to 7th century AD), it actually flourished and evolved under the patronage of the Vijayanagar empire.



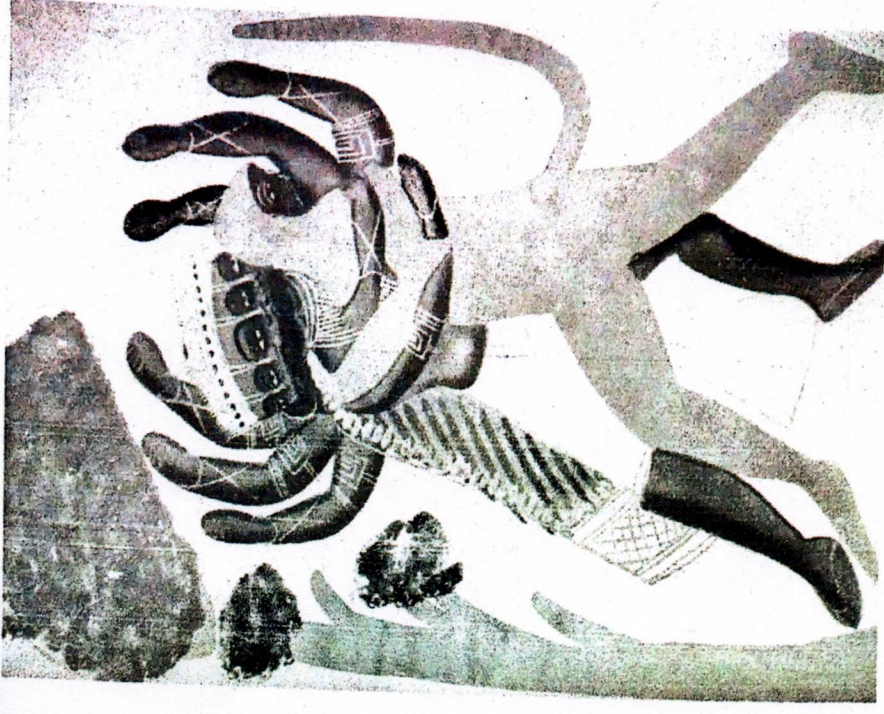
◦Mysore paintings are known to inspire feelings of devotion and humility in the viewer. The themes of these paintings primarily revolve around Hindu gods and goddesses and scenes from Hindu mythology. Gesso refers to a mixture of white lead powder, gamboge and glue that is used as an embossing material and covered with gold foil.

History:-

◦ It was under the rule of Raja Krishna Raja Wodeyar that the popularity of the Mysore School of painting reached its highest point. However, after the Raja expired in 1868, the artists started scattering and the school reached the point of total extinction. The year 1875 saw the establishment of Jagan Mohan Palace and Chitrakala School and along with it, the revival of the Mysore Painting of India. Late Sri Siddalingeswara Swamiji and late Sri Y. Subramanya Raju also contributed to this exquisite art form

KALIGHAT PAINTING

◦ Kalighat painting or Kalighat Pat is an art form that originated in 19th century Bengal, in and around the Kalighat Kali Temple in Kolkata. In the nineteenth century, the only school of painting that flourished in Bengal was the traditional art of scroll paintings. These paintings, done on cloth or patas, depicted images of gods and goddesses and scenes from epics like Tulsidas' Rama Charita Manas



PROCESS AND HISTORY

◦The artists of the Kalighat paintings traditionally known as patuas from nearby villages started settling around the temple area as Kolkata was a thriving economic and religious centre. Primarily, the patuas made these paintings on scrolls of handmade papers.

WHAT IS FASHION CYCLE?

◦ **Fashion cycle refers to the process by which a particular design, activity, color, etc., comes into some popularity and then phases out.**

Number of customers of the

3

Peak

2

Rise

4

Decline

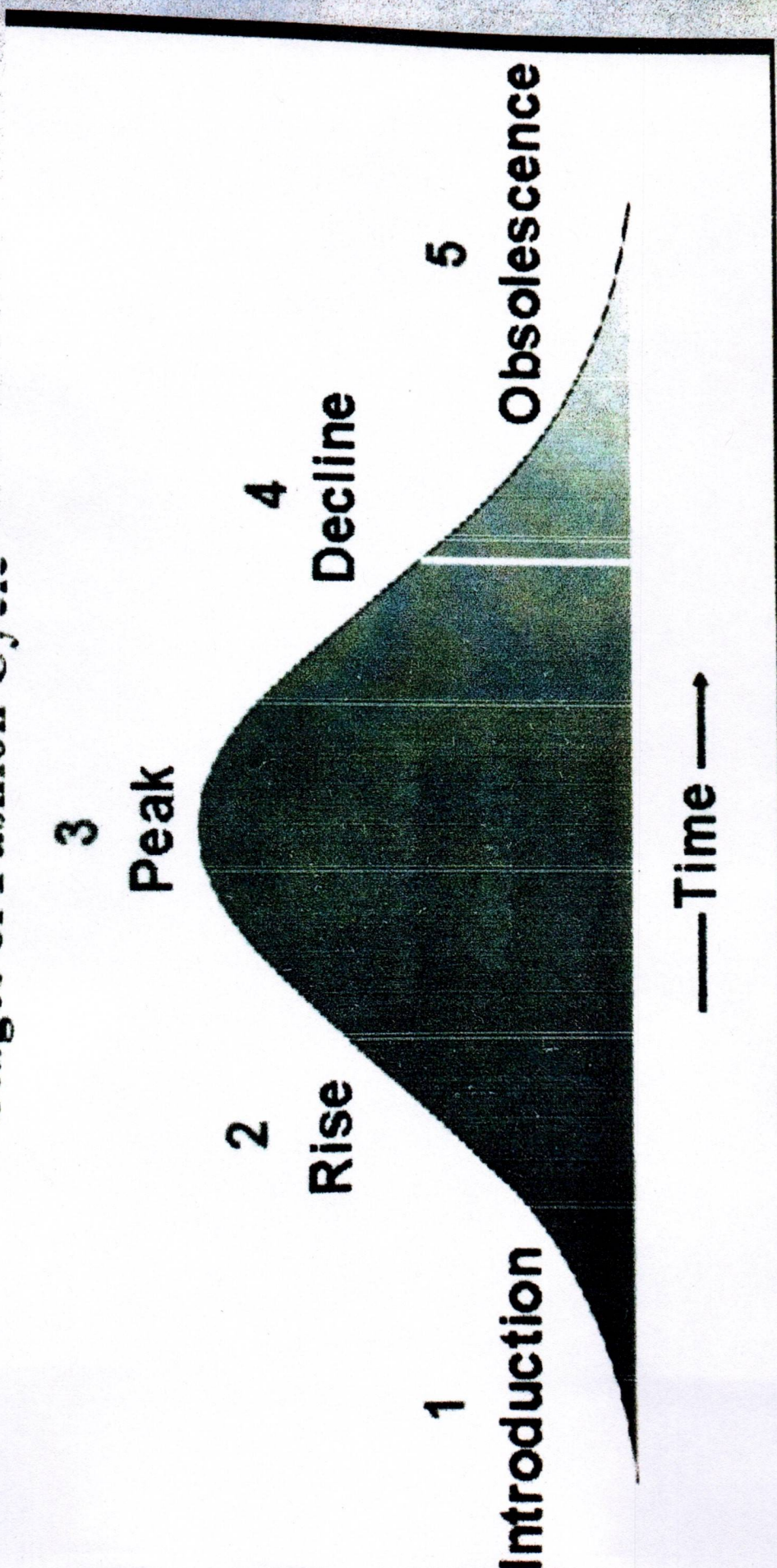
1

Introduction

5

Obsolescence

Time →

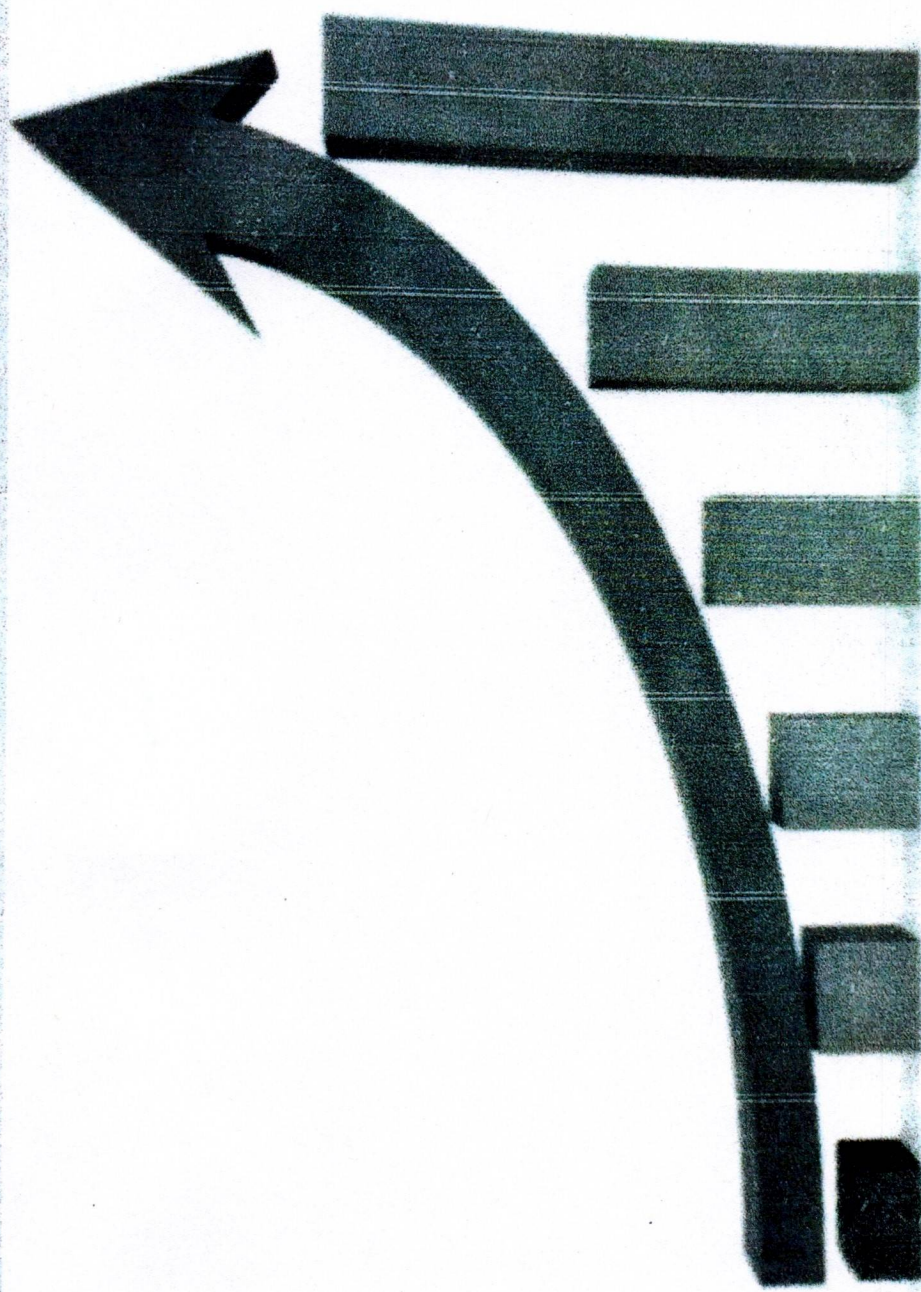


STAGES OF FASHION CYCLE

- **Introduction stage.**
- **Rise stage.**
- **Peak stage.**
- **Decline stage.**
- **Obsolescence stage.**

1. INTRODUCTION STAGE

◦ **Introduction stage is when a new product is introduced in the market. The first stage of the product life cycle is called introduction stage. In introduction stage, a product is launched into the market and the consumer uses the product on trial bases.**



RISE STAGE

◦ In this stage, the latest fashion gets a nod from many a people, compelling them to buy, wear and display them in public. Couture designers try to sell their creations at a much lesser price and thus end up selling larger quantities.

PEAK STAGE

◦fashion is at the height of its popularity, it may be in such demand that many manufacturers copy it or produce adaptations of it at many price levels.

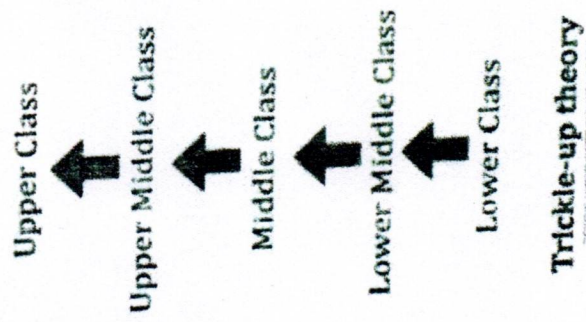
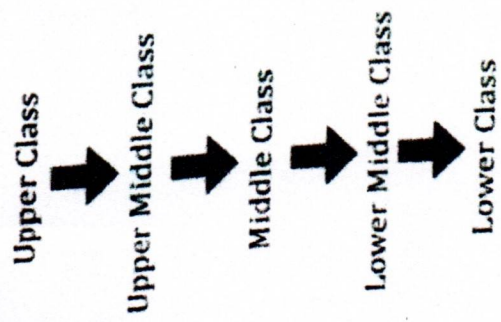
DECLINE STAGE

Decline stage for a product is when the sales keep declining after reaching a long & consistent peak. In the decline stage, the product sales of the company reduce due to increasing competition or changing customer needs.

Obsolescence stage

Once the trend has reached the end of the fashion cycle, it is considered outdated and out-of-fashion by mainstream fashion wearers, who have moved on to newer trends in the introduction or increase stages.

Trickle-down theory



Movement of Fashion
Across Society

Trickal Down Theory

- World's oldest and most accepted fashion theory.
- Asserts that fashions are accepted by people of lower socioeconomic income levels only after they have been worn by people of upper socioeconomic income levels
- These styles are seen on high-fashion runways.
- Examples: Jackie Kennedy's pillbox hat, Barbara Bush's pearls, Nancy Reagan's red, Hillary Clinton's pantsuits in the office

Trickal across theory

- Members of each social group look at the leaders of their own group for fashion trends.
- A leader within each class influences peers or a leader of one group affects the other group members.
- Example: Designer fashions are copied quickly for mass production, providing similar styles at most price ranges. However, they don't become popular until the fashion leaders of each group have accepted them.

Trickle up theory

Trickle-up theory

- Style originates with the lower class and gains approval by upper class or the fashion elite.
- Examples: Ripped jeans, leather jackets



CLASSIC GARMENTS

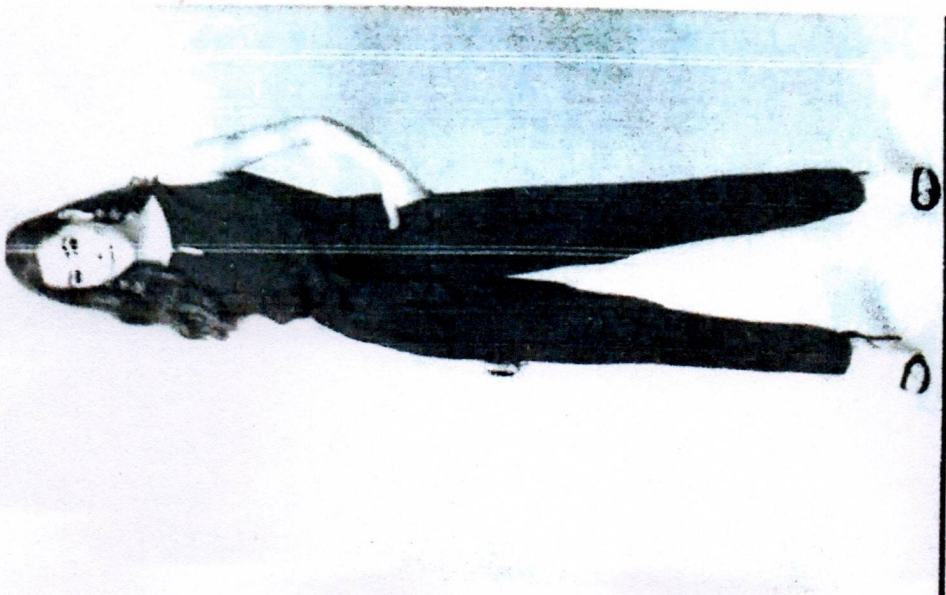
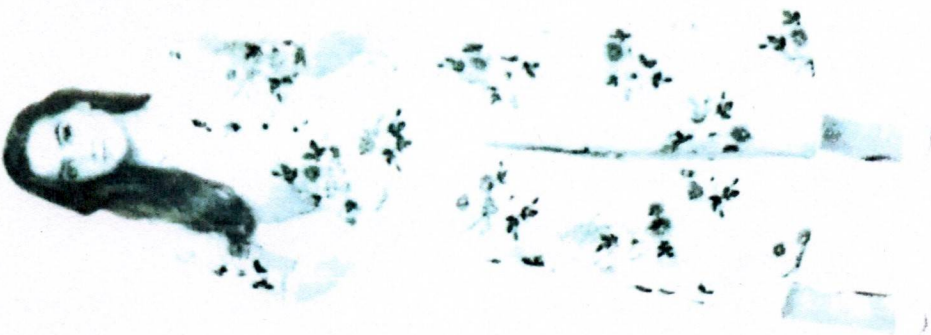
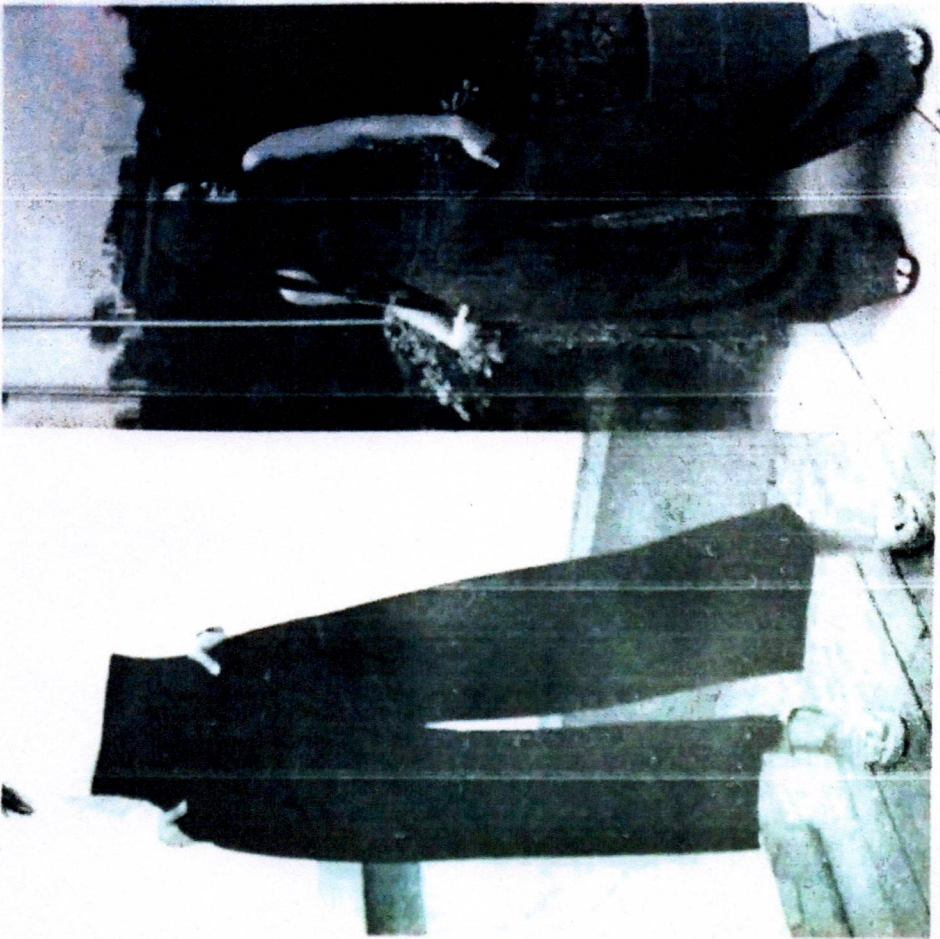
- 1. Jump suit
- 2. Crop top
- 3. Bardot top
- 4. Wide leg pant
- 5. Denim jacket

JUMPSUIT FASHION CYCLE

◦ Women went to work during World War II-- many wearing men's coveralls and jumpsuits, which was the inspiration for the sportswear look here. The green jumpsuit to the right, was the first attempt of allowing women to wear pants by making it look more like a dress. During the 1970's the look returned to evening wear.



◦ Jumpsuits started to become popular in the 1960's and achieved hyper-popularity in the 70's, worn by men and women alike! From Cher to Elvis, jumpsuits ruled the music industry. Jumpsuits were a popular look with people frequenting the disco scene. During this important time of women's liberation, jumpsuits were clever, as the flowing cuts allowed the ease of movement of pants with the appearance of a dress.



CROP TOP FASHION CYCLE

- Reintroduction into Rise
- There was a break in the craze with the resurgence in the 2011-12 spring/summer season
- The look:
 - Sophisticated with not much skin
 - Pretty not provocative
 - Volume and proportion used to create a cropped silhouette without showing skin
- Bra tops, ruffled bandeau, and corsets paired with high-waist trousers exude a 90s feel.

◦the 1980s, cut-off crop tops became more common as part of the aerobics craze and as a result of the popularity of the movie *Flashdance*. Singer Madonna wore a mesh crop top in her music video for the song Lucky Star .In the 2010s, the crop top experienced a revival due to the popularity of 1990s fashion and they still remain popular in the 2020s

- Five years from now...
- *Map not to scale in years*
- 1980s: peak time. Cutoffs popularized by fitness craze and stars
- 1970s: hippie movement inspires "au naturel" look
- 1990s: continuation of peak. Bustier style reemerges
- 2000s: decline and break in the trend
- The crop top will probably be sitting in a peak phase with the sophisticated style, and unless some new style emerges or an old one reemerges, it will be headed for decline. The sophisticated style may become old and dated, causing the decline, but in a way, it could also become a staple in every modern businesswoman's closet

1990s:

Peak into decline

Clueless continued to popularize the cropped look

A new, bustier, school-girl style was introduced by popular icons

- Britney Spears

- Christina Aguilera

- The Spice Girls

- Targeted toward young women and teenagers

- 1960s and 70s:

- Rise

- Works Cited

- Bustier style and the school-girl look emerge in the 60s

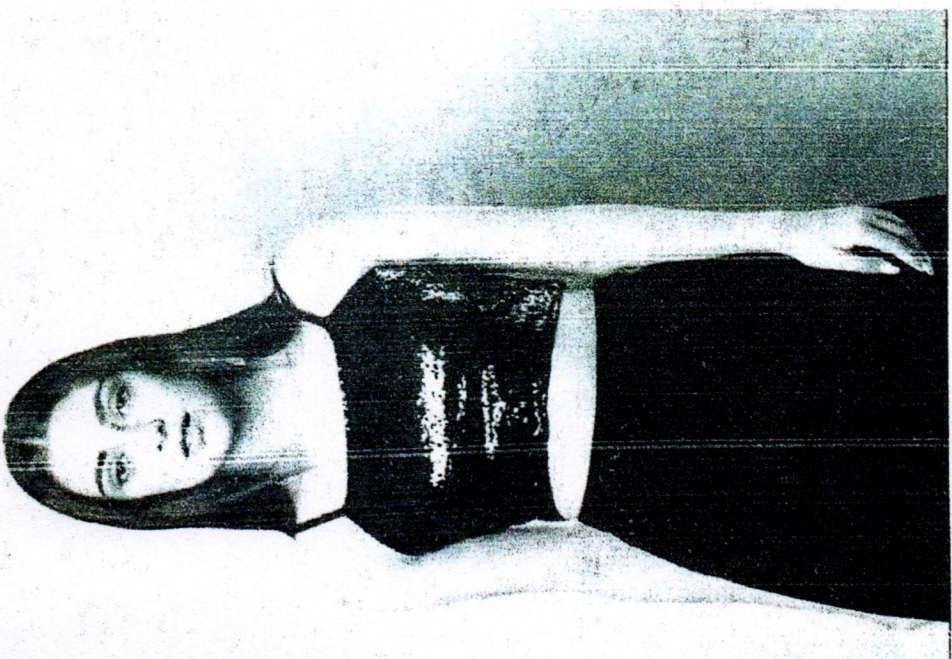
- Barbra Eden popularized the cropped look from her role in I Dream of Jeannie

- The hippie movement inspired an "au naturel" look in the 70s

- Women tied their shirts in the front to achieve the cropped look

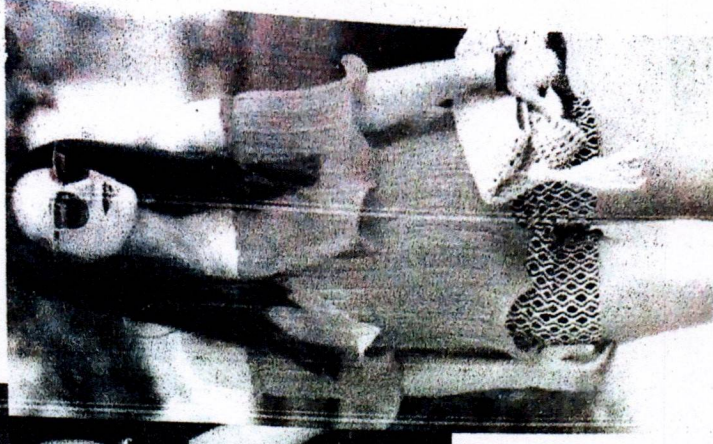
- Often worn with hot pants

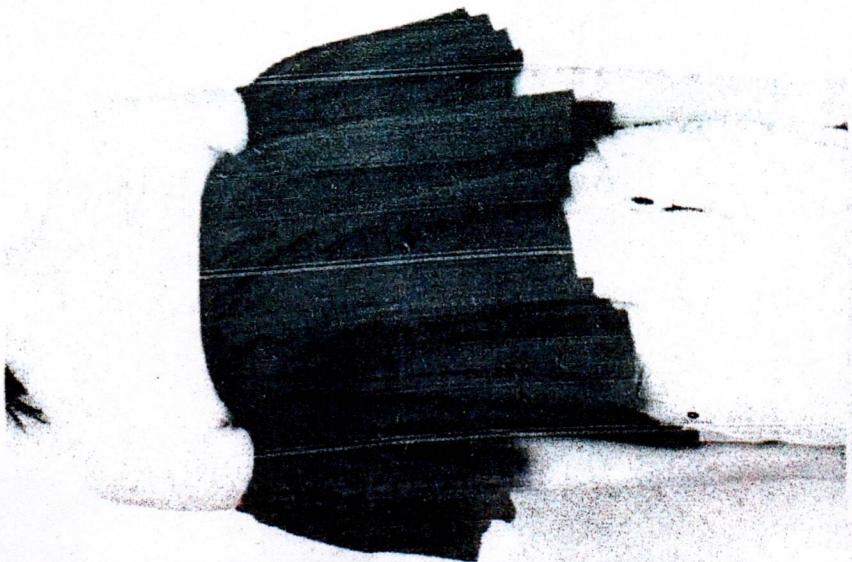
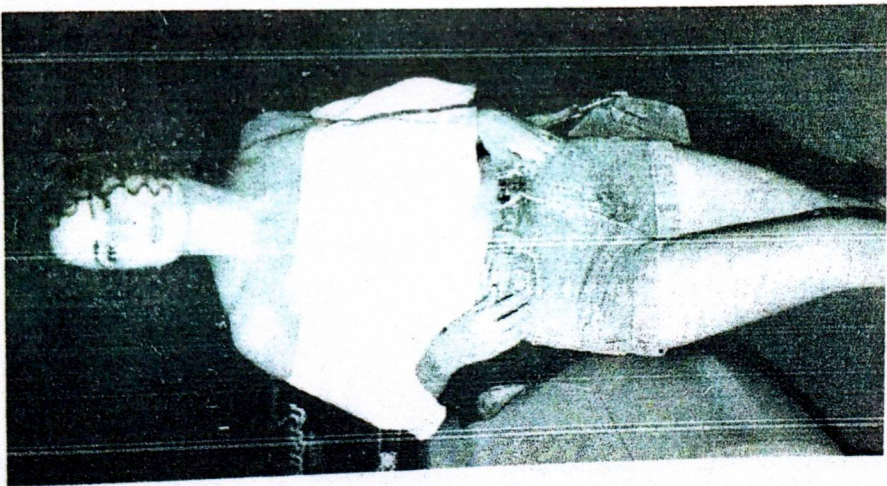
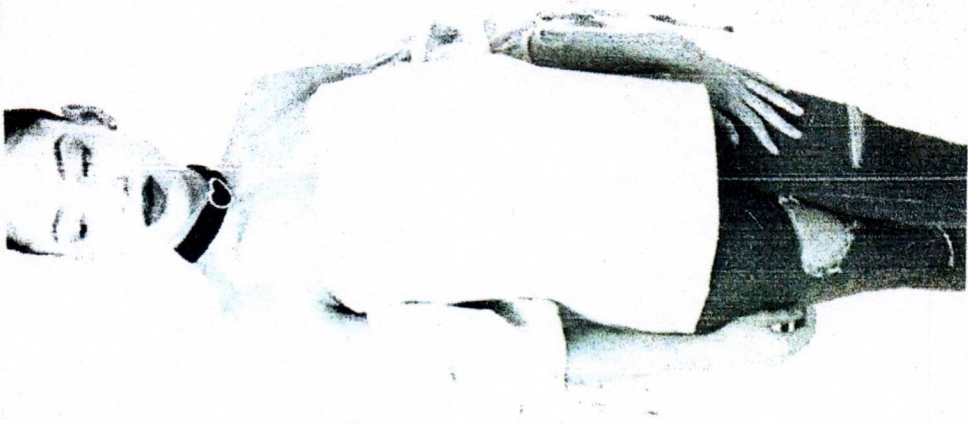
- Targeted toward young women



HISTORY OF BARDOOT TOP

Off-the-shoulder dresses were the height of fashion in the early to mid-1800s with the likes of Napoleon's empress, Eugenie, and her ladies wearing dresses designed by Charles Frederick Worth in 1855.





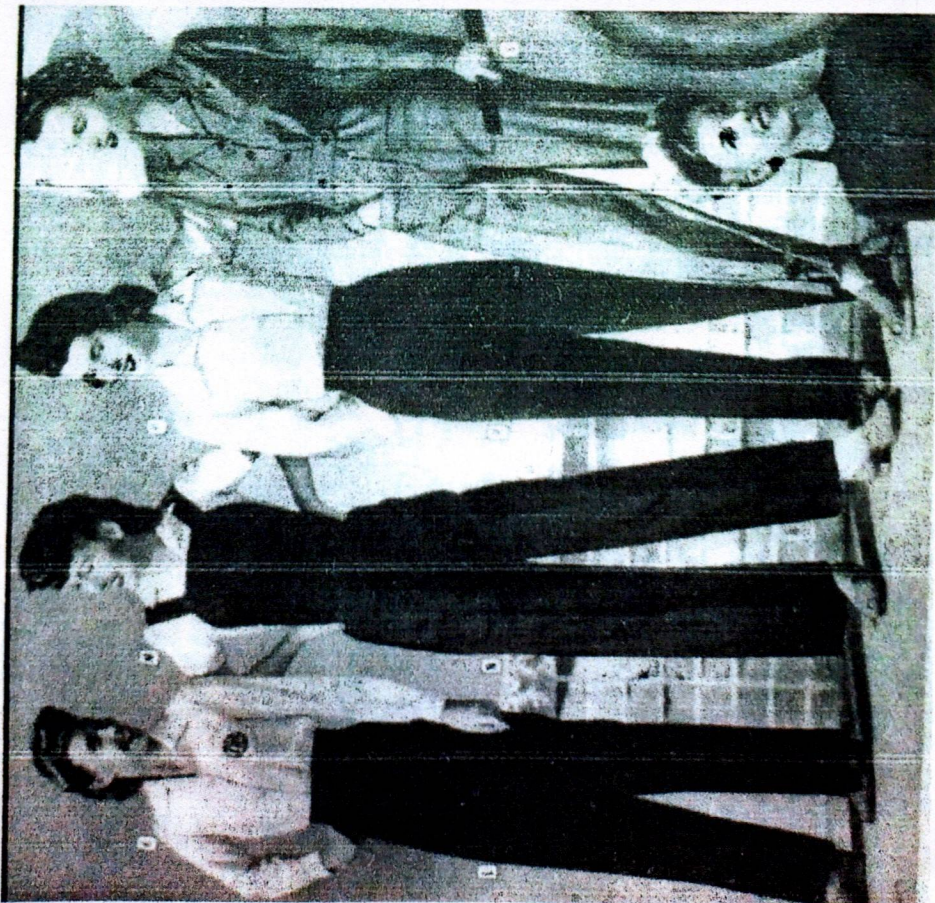
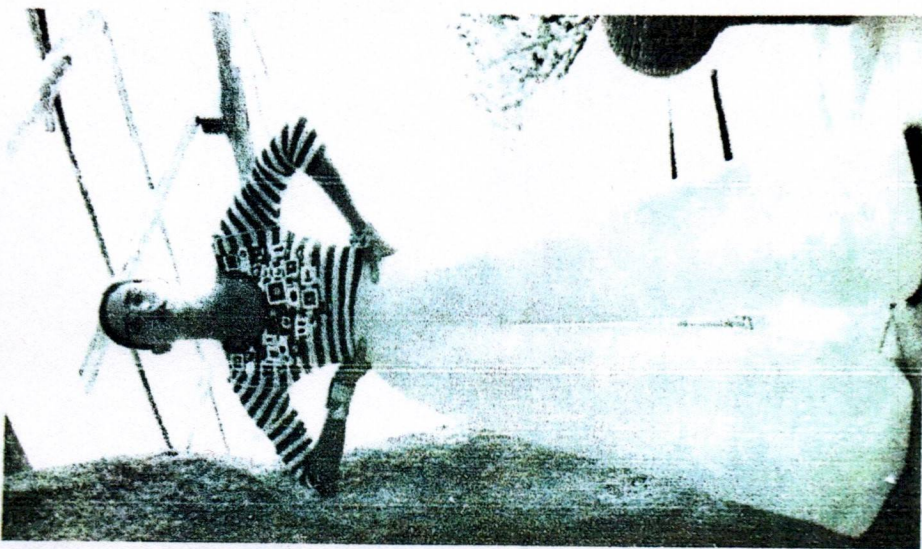
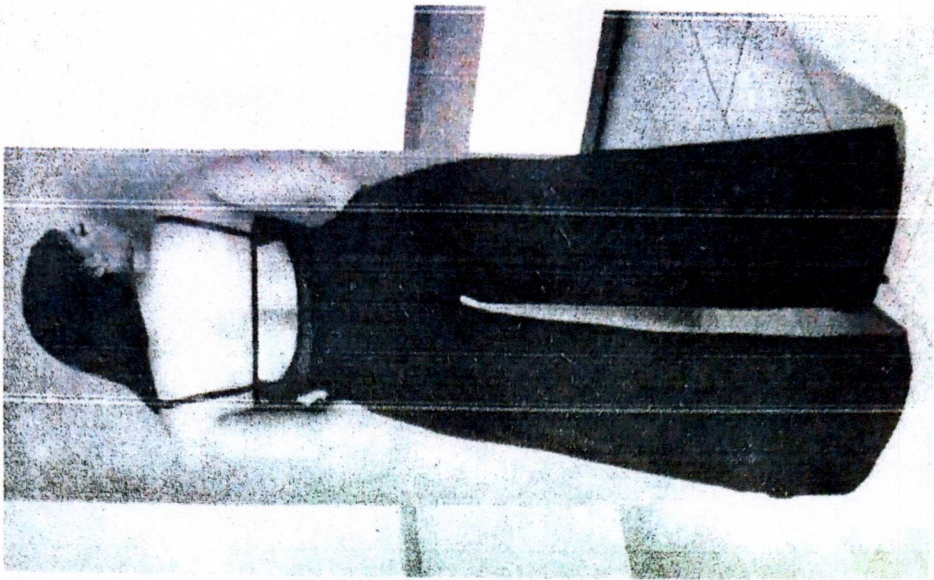
HISTORY OF WIDE LEG PANTS

Wide legs and high waist pants or trousers have been a fashion staple from the 1920s to the 1950s, with the occasional recurrence before and after then, too. The current trend borrows the look from the 1970s, which originally borrowed the look from the ^{1930s}

◦Historically, the cut of pants has varied by period. From the 1500s until the early 17th century very loose fitting breeches and hosen were fashionable among the wealthy.

The Wide leg pants were very popular along with baggy bondage pants during the nu metal era which lasted from the late 90s to the early-to-mid 2000s. They continued to be popular in the 2000s, but by 2003 baggy jeans started to be replaced by boot-cut jeans and trousers

◦ **In the United Kingdom, during the 1990s fad they were known as "baggies". However, this term faded with the original fad and now they are generally known as "wide-leg jeans**

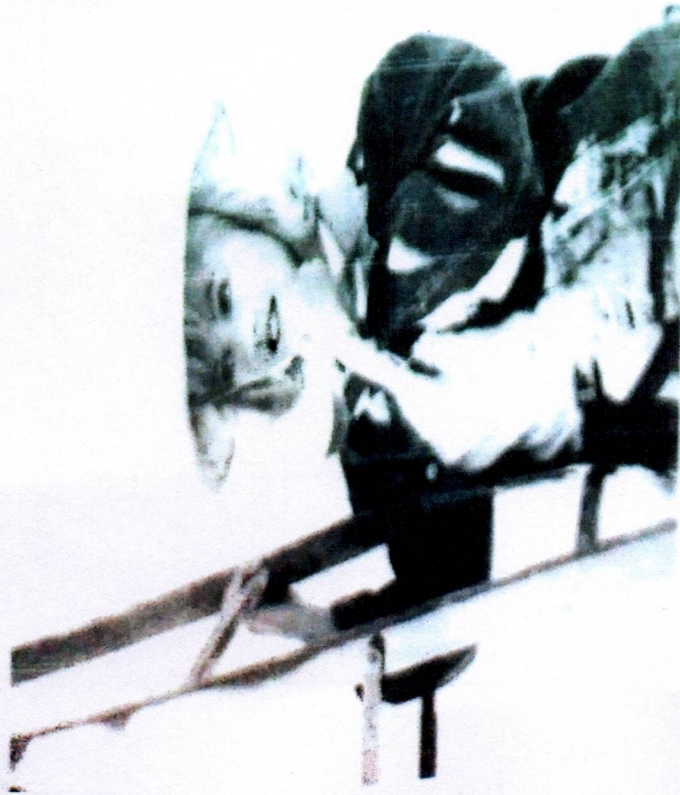


HISTORY OF DENIM JACKET

◦The first denim jacket was created circa 1880 by denim legend and Levi's founder Levi Strauss. Strauss is credited with designing the first-ever jeans in 1870 as a durable, breathable utility garment for cowboys, railroad engineers, and miners to wear during the gold rush out West.

◦ Denim has been used in the United States since the mid-19th century. Denim initially gained popularity in 1873 when Jacob W. Davis, a tailor from Nevada, manufactured the first pair of rivet-reinforced denim pants. Throughout the 20th century, denim was used for cheap, durable uniforms like those issued to the staff of the French national railways.

denim jacket, also called a jean jacket or trucker jacket, is a jacket made from denim. Introduced in the United States in the late 19th century, it has been a popular type of casual apparel with both men and women and has been described as an iconic element of American fashion



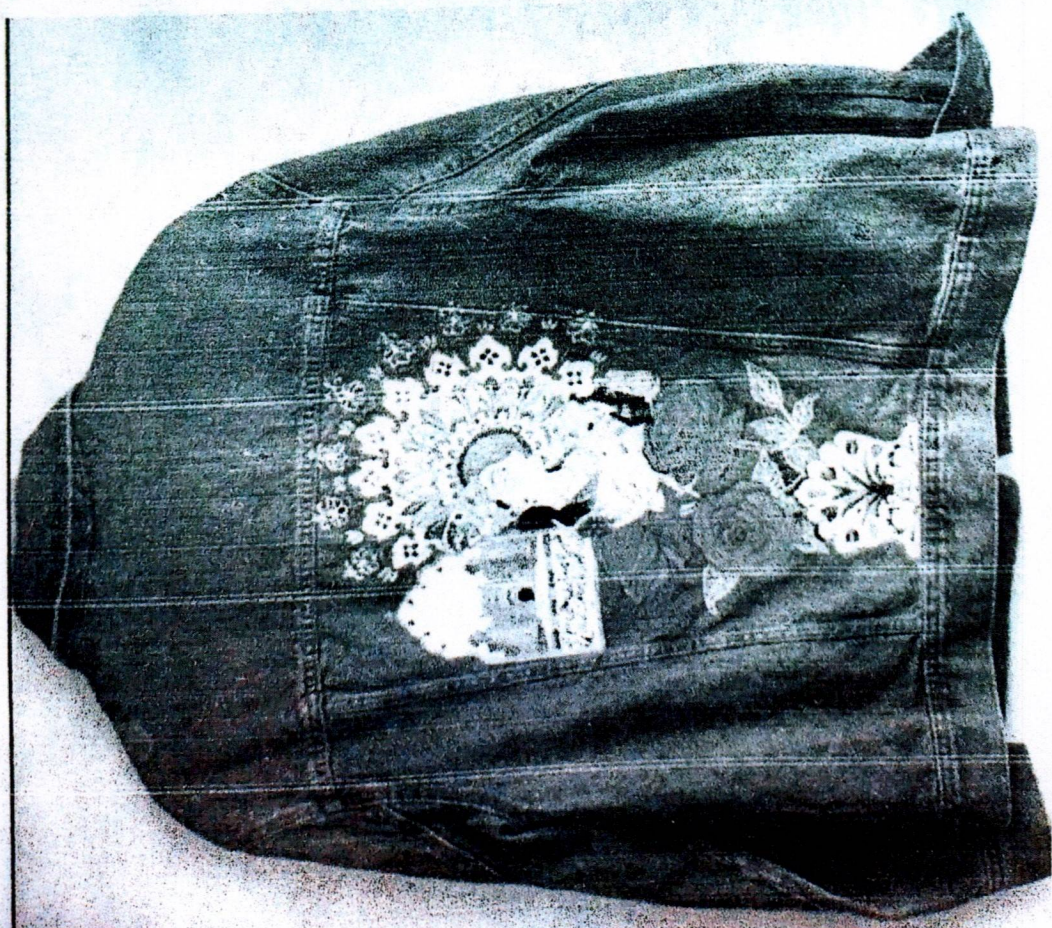
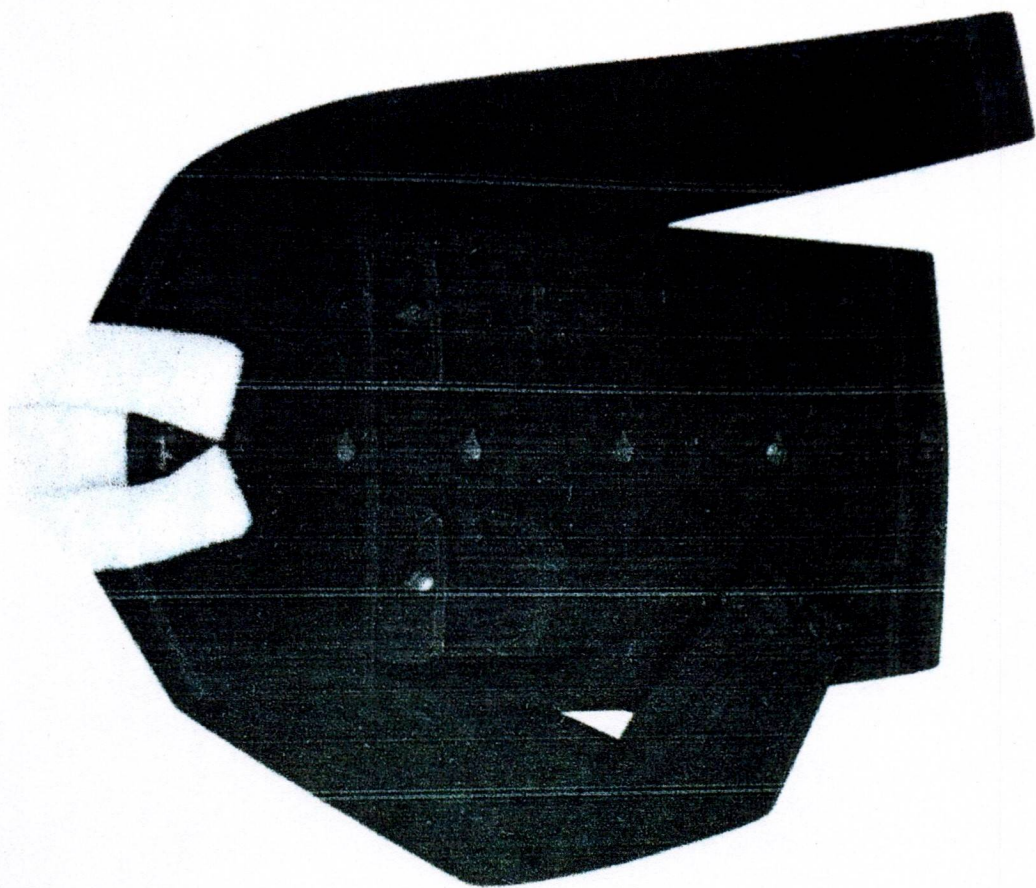
1961 — Marilyn Monroe is known for her glamorous red carpet gowns, but her off-duty looks—which included jackets and all sorts of denim—were just as compelling.



1970: —It model of the decade Veruschka in a denim jacket and jeans.



1971 — John Lennon wore lots of denim jackets in the '70s with flares, T-shirts, and always a quirky touch, like this flower boutonniere. Here he is at the Cannes Film Festival.



IMPACT OF COVID ON FASHION CYCLE

◦The fashion industry has taken a hard hit due to the COVID-19 crisis. From the material to the spiritual, the supply chain to the ideological basis of its existence

