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Figure flaws and illusion dressing for petite and thin figure to look "Voluptuous"

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Abstract
In this Global world consists of women with different figure types day by day women figure type is changing which are based on genetic heritage, nutritional and environmental influences. Majority of women are not satisfied by their figure type. Once they know their designated figure types dressing themselves will be lot easier because they would come to know what to stay away from and what looks best. The paper discusses the petite figure which means women with short height who are different in height and weight from average, experiences daily incontinences. So, the study aims to rectify the petite figure flaws and develop 12 garment styles made from traditional block print fabrics of Kutch. Which suits best to petite women because now a days women want to look voluptuous with perfect dressing according to their figure types.

Introduction
When we look to earlier primitive periods to today's modern technological world there are many changes in women's figure types dress is the act of adorning or covering the body. The results of this act are manifested in many ways [1]. The accepted definition of clothing implies that there is an interaction along with "features of the undressed body" Roach – Higgins and Eicher 1992 results in the perception of a women's physical appearance. (11) Tarlo 1996 asserts that choices that a person make in selecting what to wear, especially to fit his or her figure type is a dilemma faced in a rapidly changing world, there for there needs to be a reliable way of choosing clothes to fit one's figure type [2]. Height and weight variations have been of interest to the general populations for several years and for many reasons [3]. Many women in most cases like to possess a variety of clothes such as blouses, shirts, skirts, coats, jackets etc. But those women that really appear fashionable are endeavoring to select only clothes that match their figure [4]. Among the various figure types, petite figure is one in which petite refers to the French term used to describe "small women" [5]. In fashion and clothing, a petite size is a standard size designed to fit women of shorter height typically 152 cm (5 feet, 0 inch) [6]. But our study reveals that Indian Asian Female average height is 145 cm to 152 cm (4 feet 9 inch to 5 feet). According to "Volker and Cooper" 1987 says every women wants to appear attractive and presentable and the image a person creates depends party on clothing for example, women with tiny figures should prefer small patterns which suit their size and color. If women with tiny figures choose large prints the dress would appear overpowering and exaggerated for their size [4]. "Suradhi.s" says that petite or short figure type should prefer vertical stripes on the top or in the dress which add an illusion of vertical height thus gives a taller look. They should prefer V – neck as it shows neck and gives added height. Short skirts are the best choices as it make the leg look longer. They should also shirt and trousers and try tucking in the shirt. On the other hand they should avoid horizontal stripes, large wide and bright belts. A dark color clothes adds height to the petite figure. [7]. A person with small height and thin figure should wear round collars and necks, all types of trousers, dresses with empire waist, princess line, bright light and single colored clothes should be worn. Patterns which are small and subtle, textures, delicate Trims should be preferred [8]. "Vulker and Cooper" (1987) Says that petite figure types should prefer dress with detail in neck – lines and straight – legged trousers should be preferred. "Robertson" (2008) recommends that short and slim women should

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wear shirt waist dresses and business suits [4]. "Cassandra Morris says that petite women should wear miniskirts that feature a short hem so that legs will look instantly longer. Lots of extra fabric and draping can overwhelm a petite figure [9]. petite figure types should try prom dresses that are shorter and more simplistic in design [10]. So the very first impression of our personality has upon other people is left by the dress we are wearing according to our figure types. Nearly all women's have some figure faults but flaws must be rectify and hide with proper knowledge of dressing sense now a day's most fashion outfits have machine printing (i.e., screen, roller printing) etc. but we have left behind the tradition of block printing techniques. Hence the garments for petite figure types were designed with traditional block print fabrics of Kutch. There for, the study was carried out with following objectives:–

2. Objectives
1. To study different figure types such as petite and thin figure, short and stout figure, figure with heavy bottom and normal figure with optical illusion.
2. To identify perceived clothing needs of petite women.
3. To design 12 styles of garments by using traditional block print fabrics of Kutch with suggested colors, lines, pattern comfortability and cost factor.

3. Methodology
In this study, the information regarding figure types was collected and studied which includes standard size of petite and its meaning, what petite figure should avoid and wear, suitable colors and lines. We developed different innovative patterns of three types of garment using three varieties of fabrics.
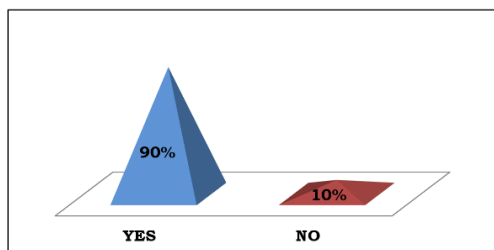
The survey was carried in which awareness regarding figure types was given in terms of color, line, pattern, comfort and cost. New garments was designed which was kept for survey to saw acceptability by respondents. Totally 12 garments were designed, cut stitched which includes 4 kurta using kalamkari block print fabric, 4 Ajarakh tops, 4 frocks made from Mangalgiri cotton blended with block – printed mashru and trimming such as bows, buttons were used.

The garments prepared were designed from designer's point of view in using various lines, colors patterns and comfort also keeping in mind regarding ongoing fashion and trends.
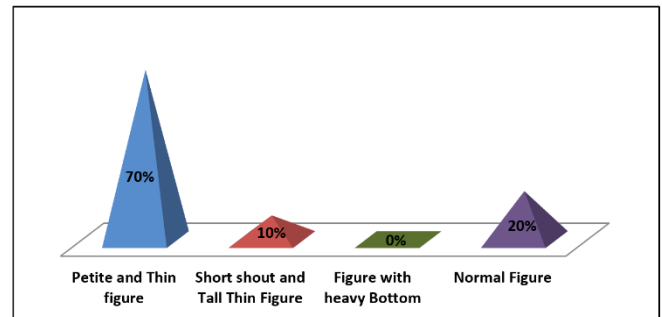
The garments were showcased by organizing a display and questionnaires were filled on the spot to check the acceptance level. Total 100 questionnaires were filled by the respondents who were basically youth and adults. The qualitative and quantitative analysis was done by tabulating the data and then analyzing with percentage method.
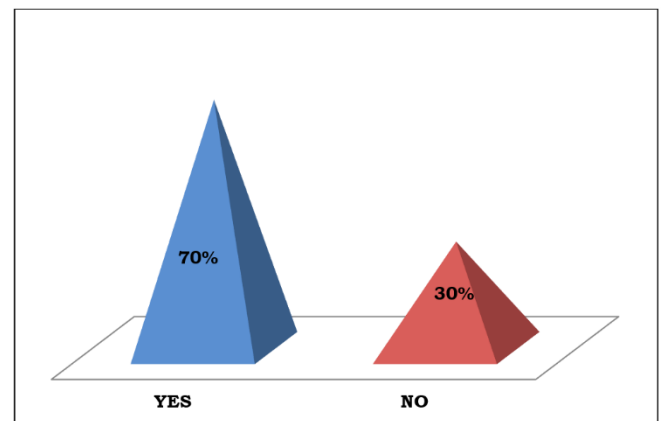
4. Major Findings
1. 90% of the respondents agreed that they knew about their figure type but 10% of the respondents did not know.
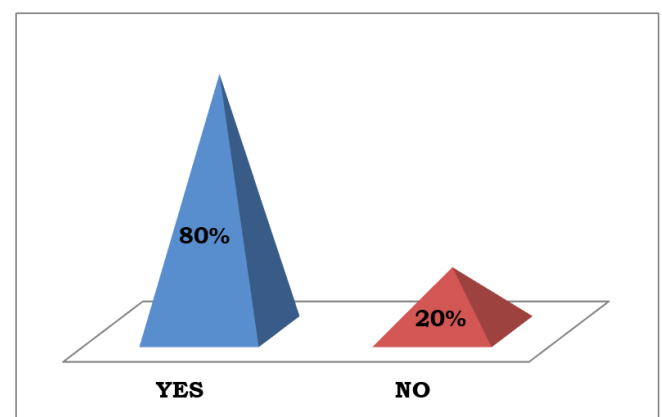

2. For understanding the people's knowledge about which category of figure type does the individual belongs to. So, the 70% of the respondents fall under Petite Thin Figure while 20% of the respondents were having Normal Figure but the 10% respondents were having Short and Stout or Tall and Thin figure.
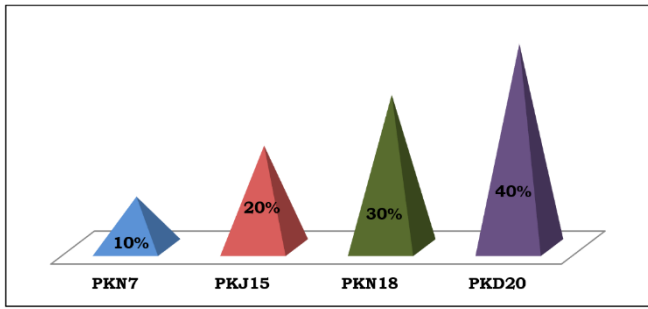

3. 70% of the respondents agreed that they knew that a bold and dark color adds height to petite and thin figure whereas 30% of the respondents did not know it.
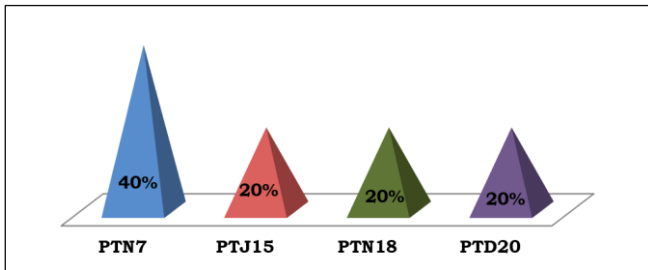

4. 80% of the respondents said that they knew about that horizontal lines in outfits of petite and thin figure will make them look shorter where as 20% of the respondents said that they did not know.
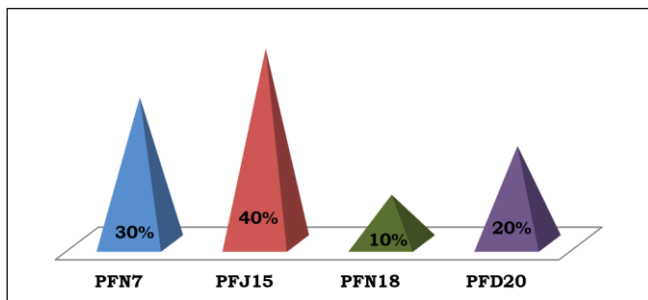

5. 40% of the respondents like the Kurta PKD20, 30% of the respondents liked PKN18 Kurta, 20% of the respondents liked the Kurta PKJ15 and 10% of the respondents liked PKN7 Kurta. All were designed with Kalamkari printed fabric.
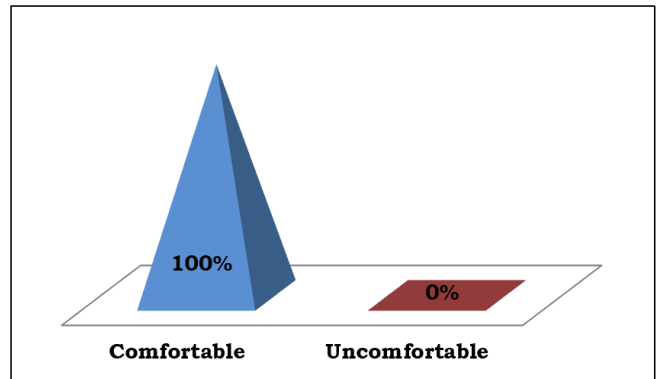
6. Tops were designed with the traditional block printed fabric of Kutch known as Ajarakh. 40% of the respondents liked PTN7 top, 20% of the respondents liked PTJ15 Top, 20% of the respondents liked PTN18 Top and 20% of the respondents liked PTD20 top.
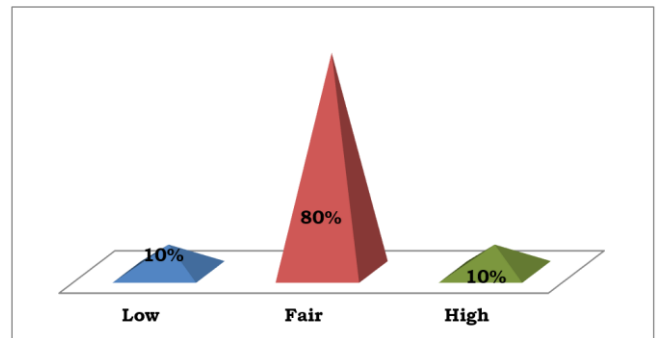

7. Knee-length frocks were designed from Mangalgiri Fabric. 40% of the respondents liked PFJ15 frock, 30% of the respondents liked PFN7 frock, 20% of the respondents liked PFD20 frock and 10% of the respondents liked PFN18.
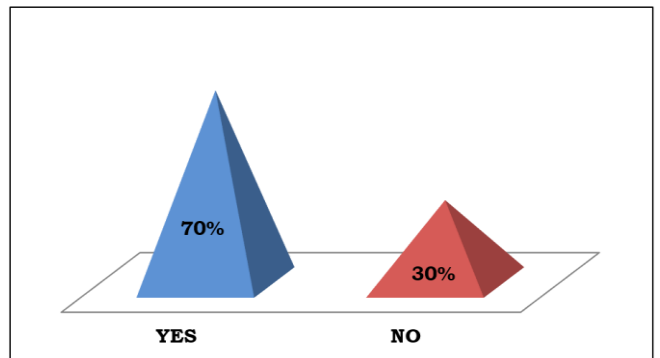

8. 100% of the respondents agreed that the outfits designed were comfortable.

9. The cost of the garments was found to be fair by 80% of the respondents while 10% of the respondents said that cost was high but 10% of the respondents agreed that cost was low.

10. 70% of the respondents were not aware about specific brands that produce their clothing collection based on different figure types but 30% of the respondents said that they were aware about such brands.

5. Conclusion

Thus, every women dreams to look ideal for that it is necessary for them to understand their designated figure type first and accordingly they should know that to stay away from and what looks best. So, this study focus on creating new designer garments for petite and thin figure to make them look "Voluptuous" by using appropriate design elements and principles. Three styles of garments were designed such as Kurta, Top and Frock.

Therefore results revealed that 40% for PKD20 Kurta, 40% for PTN7 Top and 40% for PFJ15 Frock preferences was given by the respondents. About 100% of the respondents agreed that out fits designed were comfortable. 80% of the respondents found that cost of the garments was fair. Hence, this study is the enlightens for Petite and Thin figure women to look ideal because the perfect dressing leads to positivity increases confident and good impression.

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