

## **2.5 Related studies**

- A study was conducted by Sood, P in 2008 on “Designing and construction of Kutras with crochet”. The objectives of the study were to develop the designs of crocheted fabric, in accordance with the shapes and patterns of the kurtas. Thirty designs of Kutras were made, out of which six best selected were constructed and which were found perfect for selling and reasonable by the boutique owners as well as consumers.
- A study was conducted by Guo, R. in 2008 on “Application of Clothing Accessories in Clothing Display Design” states that clothing accessories also known as clothing decoration, such as hats, scarves, shoes and socks. This paper analyzes the application of clothing accessories in clothing display design from creating atmosphere of dress and disseminating brand culture, tries to raise the level of applying clothing accessories to clothing display design.
- A study was conducted by Schrama, J. in 2009 on “Online retailing and fashion accessories U.A.E market research and concept proposal”. The main aim development of a concept for accessories e-shop, targeting a specific UAE consumer group and finding out if there is market potential for such a concept, is succeeded. In this research report, the UAE consumer gave an indication of the influences of the look of the UAE women. Besides that it was analysed, the competitors gave a clear vision on the contents of the concept. All this combined with consumer research and inspiration let to the final concept proposal.
- A study was conducted by Ahmad, S. in 2010 on “The investigation into creating an online accessories brand for the luxury women’s wear market; Saysh Boutique”. The main aim analyses the process to set up-as a successful online luxury accessories brand, catering for the UK women wear market. The product range will include digitally printed scarves, and as the company grows the range will expand to include knitted scarves, bags made from recycled Asian fabrics and costume jewellery. The accessories collection will be bold, bright and quirky, with a multi-function purpose.
- A study was conducted by **Jain, N.** in **2003** on “Chutki work-Rampur appliqué embroidery”. The aim of the study was to study the “Rampur appliqué embroidery and to

develop multipurpose designs inspired from Indian architecture”. Through interview and observation schedule, information was collected carefully by observing the prepare articles and work of artesian appliqué work at the places. The motifs used for appliqué embroidery of Rampur were usually floral and geometrical. Thirty architectural motifs were created and three were used to create layout of dining sheets. The sheets were embellished with sequins, tucks, piping and lace.

- A study was conducted by **Jasveer** “Designing and making bed linens for a girl child’s room” in **2004**. The aim of the study was to design the bed linen based on a theme for a girl child of six to nine years of age. The study was limited to the construction of bed covers, cushion covers and table cloth with appliqué work of various themes. The Children preferred cartoon series themes the most, which served as the basis of designing the bed linen. A total of thirty designs of bed linens were designed, ten each from three different selected Cartoon Series Namely Little Mermaid, Mickey and Pokémon. Three sets of bed linens were constructed with top ranking of each cartoon series. The market survey showed positive result regarding the acceptability and marketability of the articles.

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