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Issue Content

**ROLE OF FASHION
DESIGNER**

KAIZEN

Rajasthan Costumes

ROLE OF FASHION DESIGNER

Fashion designer work as a part of a team in a studio the way a studio works depends on the number of staff employed and market it caters for area of specialization. Designs are made for one season in the fashion year which is called a collection.



The work of the fashion designer is

- Design collection
- Predicting trends
- Planning the collection
- Choosing of theme
- Designing a garment



Fashion designer responsibilities;

As a fashion designer, the main career objective is to develop and create various pieces of apparel. You may choose to focus your creativity on one of the three main areas of fashion - clothing, footwear, or accessories - or to work in a broader setting and create multiple types of fashion garments and apparel.

**C.Kanimozhi
III-Year(FT)**

From the Editor-in-Chief's Desk



Editor-in-Chief
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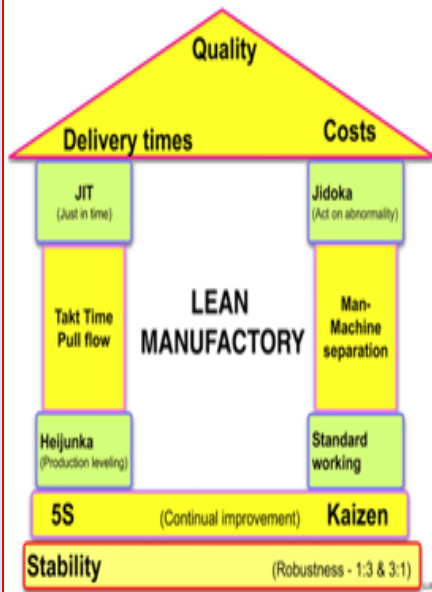
The aim of ALU AISD Fashionista, a quarterly magazine carries extensive information on new products & emerging technologies in the Textile and Fashion areas which helpful to the academia, students, researchers and industry personnel. It is intended to bring out the hidden literary talents of our students and also inculcate authoring skills to them. It is constantly exploring ways and means of serving the fashion industry with information, which is vital for survival in today's environment of growing competition. This magazine provides a platform for students and staff to share information, spread the latest technical knowledge and cultivate right ways that will equip all of us to stay competent in our fields of study and research. It is making forays into new fields like wearable fashion, portfolio development, CAD designing, technical textiles, nonwovens, etc and will leave no stones unturned in bringing out information for the betterment of the students community.

KAIZEN

Definition of Kaizen: Kaizen is the practice of continuous improvement. Kaizen was originally introduced to the West by Masaaki Imai in his book *Kaizen: The Key to Japan's Competitive Success* in 1986. In fact, kaizen means everyone involved in making improvements.

What is Kaizen?

KAIZEN is a Japanese word which consist of two terms i.e.KAI means "CHANGE" and ZEN means "GOOD". So over all KAIZEN means "Changes done for better improvement in a management system of companies". In simple manner KAIZEN means continuous improvement by including all members, Higher authorities, Managers, Workers and each and everyone related to it with practical implementation of ideas.



,Kaizen–A Necessity for the Industry:

Kaizen can be implemented in the industry by improving every aspect of business process in a step by step approach, while gradually developing employee skills through training and increased involvement.



Kaizen Event Process Steps: Step 1: Identifying Current Situation

- Crucial first step in process improvement.
- Deep understanding of the existing processes and dependencies.
- Identify all the activities currently involved in developing a new product.
- Observe the process first hand.
- Generally creates more questions than answers

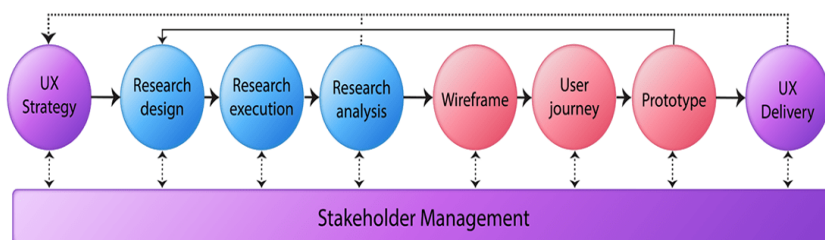
The principles are:

- Human resources are the most important company asset
- Process must evolve by gradual improvement rather than radical changes
- Improvement must be based on evaluation of process performance
- It is continuous process.
- Kaizen system is simple, but their implications are far reaching. These can be in the area of Productivity, Quality, Cost, Delivery, Safety & Morale of Employees i.e.; PQCDSM.

Step 2: Planning and Preparation

- Identify the correct area in the organization that requires the immediate implementation of rapid improvement event.
- After identifying the most appropriate production, administrative or a specific segment in the workplace, the focus should be given in particular to "waste elimination" issue prevailing in that department for implementing the kaizen event.

KAIZEN USER EXPERIENCE PROCESS



M.Lakshmanan
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RAJASTHAN COSTUMES

Rajasthan Costumes are very attractive to compare with other traditional dresses. The Indian State of Rajasthan is the unity of colorful festivals, costumes and folk songs and dances. The Rajasthani traditional costumes are very colorful and quite different to the other traditional costumes of rest of the states. The weather conditions of the state bring to wear the myriad colors. The women folk wear more colorful clothes. People are liking more brilliant shades on their clothing.



Traditional Costumes of Rajasthan for Men and Women:

Clothing of Rajasthan is really outstanding and lively, showing the spirit of the inhabitants, their religion and culture. This is simply exceptional to see how they wear unique and fabulous dresses. Both men and women put on colorful and beautifully designed costumes to show the great ambiance of this northwestern state of India. Appealing clothing and jewelries for people are worn by considering the desert land and the surrounding atmosphere. It will create attention towards the wearer.

Costumes of Women in Rajasthan:

Women of Rajasthan wear a long skirt called Ghaghra, Choli or Kurti (blouses and tops) with an Odhini. The Ghaghra reaches above the ankle that has a narrow waist increasing the flared and width to the base. Ghaghra is commonly unfolded from the lower end such as usual skirts.

The pleats and width are the symbol of health of females.



Accessories of Rajasthan:

Beautiful Rajasthani jewelries are designed uniquely and stylishly embellished with diamonds, emeralds and expensive stones. Men also wear earrings with a pearl necklace or gold chain, a thick and big bracelet is also worn around their neck. Females from tribes such as Meena, Gayari and Bhil put on different kinds of jewelries. Females of Raikas and Rabaris adorn with beautiful silver jewelries.

Costumes of Men in Rajasthan:

The turban called Pagri, Pyjamas, Angarkha, Dhoti, Waistband (Patka) and Kamar-bandh are integral clothing of men in Rajasthan.



Pyjama or Dhoti

Pyjamas or Dhotis are used for covering the lower part of the men's body. It is a piece of cloth that needs a little practice to wear it in an appropriate way.

Angarkha

It is a body protector commonly designed by cotton. During festivals in this part of the world, people wear designer Angarkhas.

Patka:

It is a beautiful garment commonly worn by royal families or higher classes, which is made of cotton. In medieval times, the clothing was worn all around the waist but now it can be seen less among youngsters.

M.Priyanka
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M.Voc.(FT)

weaving Machine

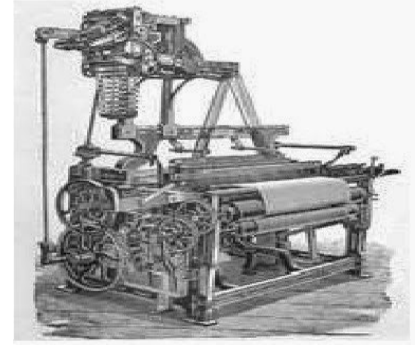
Introduction:

Man has invented a lot of modern loom using with modern weft insertion system. So the comparison of conventional loom & modern loom indicates how much the conventional loom is modified within the passing of time. Weaving is a method of textile production in which two distinct sets of yarns or threads are interlaced at right angles to form each other.

Hand Loom:

It is still not certain when the weaving process was introduced to human society. It is clear from many historical records that weaving originated long before the time of Jesus Christ. In England the major shift from agriculture to woollen industry came in the 14th century. Earlier version of power loom was run by two men. After the steam engine and cast iron in early 1800, great attention was paid to

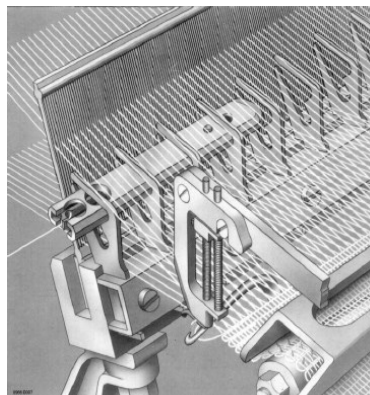
increasing productivity of the machine. To help achieve the increase in productivity, William Radcliffe patented a dressing frame in 1803 for sizing and drying the warp



Projectile Loom:

The projectile weaving machine made its appearance in the market at the beginning of the 50's and is today still used in the whole world. Use of advanced electronic systems as well as of microprocessors for the supervision and the control of the various devices, this machine is characterized by a good productivity level (450 rpm and 1050 m/min of inserted weft) and by high operational reliability. It is established especially in the field of machines with high reed

width.



Ground Looms

Horizontal ground looms permit the warp threads to be chained between a couple of rows of dowels. The weaver needs to bend forward to perform the task easily. Thus, pit looms with warp chained over a ditch are invented to let the weaver have his or her legs positioned below and leveled with the loom.

Back strap Looms:

They are well recognized for their portability. The one end of this loom type is secured around the waist of the weaver and the other end is attached around a fixed thing like door, stake, or tree. Pressure applied can be customized by just bending back.



Multiphase Loom

The phase number of a loom is defined as the average number of shuttles or weft carriers inserting weft simultaneously. It is shown that existing multi-phase looms must have high phase numbers to compensate for their low shuttle velocity.

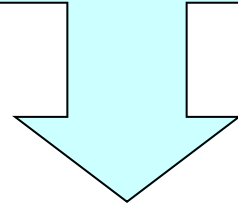
Rigid heddle Looms

These are the crisscross manifold loom types. The back strap looms and frame looms fall under this type. This one normally features one harness, with its heddles attached in the harness. The yarn or thread goes in an alternate manner all the way through a heddle and in the gap between the heddles. In this way, lifting the harness also lifts half of the threads and letting down the harness also drops the same threads. Strands leading through the

gaps between the heddles stay in position.



Air Jet Loom:
 Weft insertion by means of air jet has made a major breakthrough in the early 70s and its importance is increasing further because of its ability to weave a wide range of fabrics at a very high speed weft insertion rate of about 2000 mpm. The first attempt to use a compressed air stream instead of shuttle is made by Brooks in 1914.



Rapier Loom:

Insertion of weft by rapier is a mechanically modern & refined version of the primitive method of fabric production in which the weft was secured in a slot of a stick. At present version of the gripper head which are attached to rapiers which are flexible tapes or rigid rods. Mr. John Gabler can be regarded as the father of modern rapier technology he has built a rapier device on a cotton weaving machine in

1922.



Water Jet Loom:

The first loom to make use of a water jet for insertion of weft was developed by Satyr. The loom was first shown at the Brussels textile Machinery Exhibition in 1995.



J.Jenitamy
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Apparel export merchandising may be defined as 'all the planning & activities involved right from the buyer communication & order receiving till the execution or shipment of the order by Fulfilling

APPAREL EXPORT MERCHANDISING

The following factors Six Rights are followed.

1. **Right Merchandise:** Retailers must fill their shelves with the merchandise that customer Wants.
2. **Right Place:** The location of the merchandise is of prime importance since it decides the accessibility. Much merchandise is seasonal in nature and must be on hand when it is most needed.
3. **Right Time:** Much mer-

chandise is seasonal in nature and must be on hand when it is most needed.

4. **Right Quantity:** A profitable balance between volume of sales and amount of inventory is the desired goal.
5. **Right Price:** Merchandiser must arrive at a price that is high enough to give the store profit and yet low enough to meet the competition

and customers expectations.

6. **Right Promotion:** Right balance between the investment and the appeal created for the customers.

The successful execution of any garment export order depends on the work performance of a merchandiser. Apparel merchandiser is the person who plans and coordinates all the activities right from the order procuring and till the shipment order. A merchandiser should have the comprehensive knowledge of his work procedures and responsibilities so that he could perform his job efficiently and effectively.

Decision making: A merchandiser has to make several decisions during the order processing like giving approvals like fabrics, color, design, accessories, and packing, selection of suppliers and vendors, selection of buyers, sometimes time extensions for order shipment.

Communication: It is one of the foremost functions of merchandiser because the merchandiser has to communicate with different levels of people in his day to day activities.

Planning & Programming: A merchandiser has to check the order requirement, planning for the given order, programming for various activities, proper allocation of work to the assistants.

Sourcing & Purchasing: A merchandiser may have to do sourcing and purchasing for raw materials and accessories, suppliers and vendors, new designs, new buyers.

Controlling: This is the crucial activities for any merchandiser.

A merchandiser has to make sure that all the activities are carried out as per the planning and even if there is any devia-

Follow ups: It includes sending of samples at various stages of order, buyer and buyer house for sample and other approvals.

tion, he/she should make the alternatives measures.

Negotiation: It is the activity of convincing, compromising and cooperation which would benefit the both parties involved in the negotiation.

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Costing: It is the process of estimating the expenditure of a given product and the subsequent price. It is another crucial function because mostly order conformation depends on the price offered to the buyers. The merchandiser should know the current prices and rates of various products and processes to do the accurate costing.

Meeting: There are two types of meeting a merchandiser has to be

involved. First type, a merchandiser has to conduct the meeting with the concern department in charges to discuss about the proceedings and the status of the running order. In second type, a merchandiser has to attend the meeting with the superiors or buyers or business people in giving reporting or participation or discussion.

Forecasting: Forecasting is the activity of predicting the future happenings or problems. A merchandiser has to predict the future uncertainties in the current order or in-

dustry so that alternative actions or corrective measures can be taken in advance this also includes giving suggestion or ideas about new technologies or new products or latest industry trends.

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TYPES OF HAND EMBROIDERY STITCHES

Embroidery

Embroidery is considered to be a handicraft that uses yarn and needle to create a beautiful design pattern.

1. Running Stitch

The running stitch is mostly used to create an outline to an embroidery design. It is a kind of stitch that can be used for sewing almost anything from clothing, to garments, to embroidery.

2. Back Stitch

The back stitch is a thin-line stitch that is commonly used in outlining a design to be filled with satin stitch.

3. Split Stitch

The split stitch looks like a mini chain stitch when done continuously. It's great to use in outlining designs like floral stems.



4. Stem Stitch

A stem stitch is beginner friendly and known to be one of the easiest. This can also be used in creating an outline of most embroidery stitches. It's ideal to use for curved or straight lines.

5. Satin Stitch

It is an easy stitch that is used in covering certain designs like a leaf which leaves a smooth, satin-like appearance. Some embroiderers create an



outline of the design first using straight stitches to make sure that the satin stitches will be contained within its parameters. It is also known as the damask stitch.

6. French Knot Stitch

This stitch is used in creating fine details such as the eyes in a design pattern.



Although this stitch is not popularly used, can use this to fill the center of flowers or round shape designs.



7. Chain Stitch

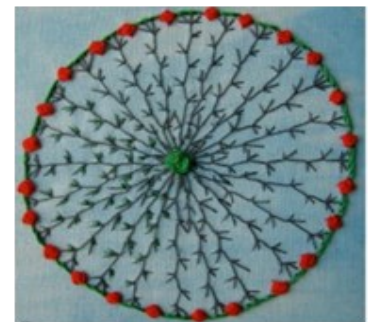
A stitch that forms a chain-like pattern after a series of looped stitches. This stitch is used for straight or curved lines.

8. Lazy Daisy Stitch



This type of stitch is frequently used for making floral and petal designs of most embroidery patterns. It is not made continuously. Need to make a loop and create a small stitch at the end of the loop which later on creates a look of a daisy petal.

The feather stitch is known as a single coral stitch. It is attractive and so easy to sew.



10. Seed Stitch

The seed stitch is also considered a running stitch. It is also called a rice grain stitch. This is done by making a running stitch in one single direction until the whole design is filled.



9. Feather Stitch

Herringbone is a versatile stitch that can be used to hem garments. It is also known as catch stitch or plaited stitch.



11. Herringbone Stitch

P.Suruthi
I-Year B.Voc(FT)

COCOUNT FIBRE

COCOUNT FIBRE:

Coir is a versatile natural fibre extracted from mesocarp tissue, or husk of the coconut fruit. Generally fibre is of golden color when cleaned after removing from coconut husk and hence the name "The Golden Fibre". Coir is the fibrous husk of the coconut shell. Being tough and naturally resistant to seawater, the coir protects the fruit enough to survive months floating on ocean currents to be washed up on a sandy shore where it may sprout and grow into a tree, if it has enough fresh water, because

all the other nutrients it needs have been carried along with the seed.

These characteristics make the fibers quite useful in floor and outdoor mats, aquarium filters, cordage, rope and garden mulch. The total world coir fibre



production is 250,000 tonnes. India, mainly the coastal region of Kerala State, produces 60% of the total world supply of white coir fibre. Sri Lanka produces 36% of the total world brown fibre output. Over 50% of the coir fibre produced annually throughout the world is consumed in the countries of origin, mainly India.

Coir fiber

Coir is a versatile natural fibre extracted from mesocarp tissue, or husk of the coconut fruit. The husk contains 20% to 30% fibre of varying length. After grinding the husk, the long fibres are removed and used for various industrial purposes, such as rope and mat making. The remaining material, composed of short

and medium-length fibres as well as pith tissue, is commonly referred to as waste-grade coir. The waste grade coir may be screened to remove part or all of the fibre, and the remaining product is referred to as coir pith.



Structure of Coir Fibre

The individual fibre cells are narrow and hollow, with thick walls made of cellulose. They are pale when immature but later become hardened and yellowed as a layer of lignin, is deposited on their walls. Mature brown coir fibres contain more lignin and less cellulose than fibres such as

flax and cotton and so are stronger but less flexible. They are made up of small threads, each less than 0.05 inch (1.3 mm) long and 10 to 20 micrometres in diameter. White fibre is smoother and finer, but also weaker. The coir fibre is relatively waterproof and is the only natural fibre resistant to damage by salt water.

Green coconuts, harvested after about six to twelve months on the plant, contain pliable white fibres. Brown fibre is obtained by harvesting fully mature coconuts when the nutritious layer surrounding the seed is ready to be processed into copra and desiccated coconut.

Fiber properties

- Moth-proof; resistant to fungi and rot.
- Provides excellent insulation against temperature and sound.
- Not easily combustible.
- Flame-retardant.
- Unaffected by moisture and dampness.
- Tough and durable.
- Easy to clean.
- Resilient; springs back to shape even after constant



use

R.Reshmi
I Year -B.Voc (FT)

CLOTHES FOR WELLNESS

It's no longer just what you put in your body that counts, but also what you put on your body. Wellness is fast emerging as one of today's most powerful lifestyle trends. World-renowned economist Paul Zane Pilzer estimates it to be US\$ 200-billion industry with potential to grow to over US\$ 1 trillion annually within the next eight to 10 years.

Growing consumer preoccupation with physical and emotional well-being has created an attractive, sustainable market space that has already stimulated new business growth in sectors as diverse as cosmetics, nutrition, health, leisure and travel. Research has confirmed that both men and women are excited by the concept of well-being benefits in clothes, especially those worn close to the body.

Aroma finish

Aroma finish is for fabric or garment which on abrasion or rubbing emits perfume smell, when fabric is lying idle its capsules are closed hence don't emit aromas. The finish is wash durable; Perfumes used in aroma finish are safe for children garments. The type of perfume used in this finish ware different and applied as per demand. It is special type of finishing. Fragrance finishing of textiles is the process where we enhance the value of the product by adding some incentives to it. The world market place is continuously changing and so is demand of people changing .Every person desires for some change .i.e. something new & unique. The successful effective implementation of change has to be done to in the market. We by the medium of this paper have made an earnest attempt to present you a detailed comprehensive analysis done by fragrance finishing and which has busted this industry with exuberant value added finish with the incorporation of different scents into fabrics, leading to the production of scented fabrics and the psychology of acceptance of synthetic scents in textile goods.