

Modern Approach To Indian Ethnic Wear–Fashion Fusion

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Abstract - The fashion industry is undergoing a transformative shift as it witnesses the emergence of fusion wear that marries the rich tapestry of Indian traditional prints with the chic sophistication of Western silhouettes. This project seeks to revolutionize this burgeoning trend by leveraging cutting-edge technology to create an immersive virtual shopping experience and incorporating the importance of traditional ethnic prints of India where it depicts our country's heritage and its value. Our primary objective is to develop a captivating collection of fusion wear that seamlessly integrates intricate Indian motifs, patterns, and designs with contemporary Western clothing styles that is modern silhouette has been used. The integration of Adobe Illustrator, Adobe Photoshop, and Clo 3D software facilitates the translation of these artistic concepts into visually stunning and wearable garments. This project addresses the significance of cultural authenticity and respect by obtaining the necessary permissions and licenses for the incorporation of Indian traditional prints. It promotes a fusion of fashion that celebrates diversity while avoiding cultural appropriation. In today's world westernization over takes where the country's own heritage is being missed out. In Australia the country's traditional attire is only seen in the museum where everyone in the country tends to follow the westernisation. This cannot happen in our country and to the least our country's traditional ethnic prints has to be kept alive. This is the main agenda for taking this project that is incorporating Indian traditional ethnic prints into modern silhouette. In summary, our project represents a visionary leap into the future of fashion retail, combining artistry, technology, and cultural sensitivity. By offering fusion wear that resonates with diverse tastes and backgrounds, we aim to create a virtual shopping platform where individuals can effortlessly discover and acquire garments that reflect their unique style and cultural appreciation. Welcome to the Fusion Revolution, where fashion knows no bounds.

Key Words: Fashion fusion, Clo 3d software, Indian Traditional Prints, Western Silhouette.

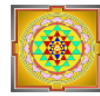
1.INTRODUCTION

Fashion is a fascinating world where creativity knows no bounds. Imagine a beautiful blend of Indian tradition and Western style, coming together to create something truly unique. That's precisely what our project is all about the development of fusion wear. Fusion wear is all about mixing the rich and vibrant prints of Indian traditional clothing with the modern and comfortable

silhouettes of Western fashion. This exciting blend results in outfits that are not just stylish but also carry the essence of India's diverse culture. India, with its diverse cultural heritage, has long been a source of inspiration for fashion designers worldwide. Its traditional prints, vibrant colors, and intricate patterns have an undeniable allure. However, often, these elements are confined to traditional Indian attire. "Fusion Fashion" dares to break these barriers. It seeks to celebrate the beauty of Indian artistry by incorporating traditional prints into Western silhouettes, making them versatile and accessible to people of all backgrounds. But here's the twist - we're not just creating these fusion wear pieces to hang in a physical store. We're taking them to the digital realm, where you can explore, appreciate, and purchase them from the comfort of your own space. To bring this vision to life, we employ cutting-edge technology. The project leverages the prowess of three powerful software tools - Clo 3D, Adobe Illustrator, and Adobe Photoshop. These tools allow us to create virtual representations of our fusion wear designs with astonishing precision and realism. They enable you to virtually step into our world of fusion fashion, where Indian tradition meets Western modernity. Our mission is to make it easy and convenient for you to access and purchase fusion wear that's not just fashion-forward but also deeply rooted in Indian heritage. "Fusion Fashion & quot; promises to be a revelation in the world of fashion. It caters to individuals who seek attire that reflects their multicultural identities, those who appreciate the craftsmanship of Indian traditions while embracing the contemporary styles of the West. This collection isn't just about clothing; it's a celebration of diversity, artistry, and the limitless possibilities of fashion.

1.1 Problem Statement

In the modern fashion world, there exists a significant gap between traditional Indian prints and Western silhouettes. While both styles have their unique charm, there is a growing demand for fusion wear that seamlessly blends the rich heritage of Indian prints with the comfort and versatility of Western clothing. Additionally, the current global situation has accelerated the need for virtual shopping experiences, making it imperative to find user-friendly ways to purchase such fusion wear online. This problem statement outlines the challenges and goals of developing fusion wear, incorporating Indian traditional prints into Western silhouettes, and presenting them in a virtual mode that enhances the ease of online purchasing.



1.2 Advantages Of The System

Cultural Fusion: Fusion wear brings together the best of both worlds by blending Indian traditional prints with Western designs. This unique combination appeals to a wide range of tastes and allows individuals to embrace diverse cultures in their clothing choices.

1.2.1. Virtual Try-On: With the use of virtual software like Clo 3D, people can virtually try on these fusion garments. This eliminates the need for physical trial rooms and allows customers to visualize how the outfit will look on them, enhancing the online shopping experience.

1.2.2. Convenience: Shopping for fusion wear in a virtual mode offers convenience. Shoppers can explore and purchase these stylish garments from the comfort of their homes, saving time

and effort that would otherwise be spent traveling to physical stores.

1.2.3. Customization: Software like Adobe Illustrator and Adobe Photoshop enable designers to offer customization options. Customers can personalize their fusion wear by choosing specific prints, colors, and sizes to suit their preferences.

1.2.4. Time Efficiency: Virtual shopping is time-efficient as it eliminates the need to wait in lines or navigate crowded stores. Shoppers can quickly browse through various fusion wear options and make their selections swiftly.

1.2.5. Innovation in Design: Virtual platforms encourage designers to experiment and innovate. They can explore new combinations of traditional Indian prints and Western styles, leading to the creation of fresh and exciting fusion wear

1.3 Disadvantages Of The System

1.3.1. Color and Texture Accuracy: Virtual modes rely on digital representations, which may not always accurately capture the true colors and textures of the fabrics used in the fusion wear. This can mislead customers into making purchases based on virtual appearances, only to be disappointed when they receive the physical product, which may differ in color or texture from what they saw online.

1.3.2. Limited Sensory Experience: When purchasing clothing online, customers miss out on the sensory experience of touching and feeling the fabric, which is particularly important for fusion wear that often combines different textiles. This limitation can make it difficult for customers to assess the comfort and suitability of the clothing.

1.3.3. Cultural Appropriation Concerns: Incorporating Indian traditional prints into Western silhouettes can raise concerns of cultural appropriation. In a virtual setting, these concerns may not be adequately addressed or communicated, potentially leading to backlash or negative publicity.

1.3.4. Lack of Personalization: Virtual modes may not offer the level of personalization and customization that some customers desire. This limitation can result in customers

feeling that the fusion wear does not cater to their unique preferences and needs.

1.4 Applications Of The System

The application of the project for the development of fusion wear that seamlessly blends Indian traditional prints with Western silhouettes and presents them in a user-friendly virtual mode holds significant relevance in today's fashion landscape. Firstly, this project caters to the diverse tastes and preferences of individuals who appreciate the fusion of different cultures in their attire. By combining Indian prints with Western styles, it offers unique fashion choices for a wide range of occasions, allowing people to express their cultural diversity through clothing.

Secondly, the incorporation of advanced software tools like Clo 3D, Adobe Illustrator, and Adobe Photoshop brings a technological edge to the fashion industry. It enables designers to create and showcase lifelike 3D models of fusion wear, allowing customers to virtually try on and customize their garments. This not only enhances the shopping experience but also aligns with the growing trend of online shopping, especially in times when in-person shopping may not be feasible.

Moreover, the user-friendly virtual platform developed as part of this project makes the process of discovering, personalizing, and purchasing fusion wear exceptionally convenient. It caters to the changing consumer behavior, where people seek seamless and immersive online shopping experiences. By integrating these elements, the project bridges the gap between tradition and modernity, offering a culturally rich yet easily accessible fashion solution for a global audience.

2. OBJECTIVE AND METHODOLOGY

2.1. History

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2.1. History of Dabu Print

Dabu printing is a traditional Indian textile printing technique with a rich history dating back centuries.

2.1.1. Ancient Roots: Dabu printing has ancient origins in India and is believed to have been practiced for over 700 years. It was historically used to create intricate patterns on textiles, including clothing and home furnishings.

2.1.2. Artisanal Craft: Dabu printing is a labor-intensive craft involving skilled artisans. Artisans create handmade wooden blocks, apply a clay and resin mixture (dabu) to resist dye penetration, and then print the fabric with natural dyes.

2.1.3. Rural Heritage: Dabu printing has been particularly prevalent in rural areas of Rajasthan, Gujarat, and other regions of India. It has been a significant source of livelihood for local communities.

2.1.4. Sustainability: Dabu printing is known for its eco-friendly and sustainable nature, as it primarily employs natural dyes and traditional methods.

2.1.5. Revival and Modernization: In recent years, there has been a resurgence of interest in Dabu printing, both within India and internationally. Designers have incorporated Dabu prints into modern fashion, including fusion wear, preserving this traditional craft while giving it contemporary relevance. The fusion of Dabu prints with Western silhouettes represents a contemporary reinterpretation of traditional Indian textile arts. It showcases the adaptability and timelessness of these prints, making them a sought-after choice in today's global fashion landscape.

2.2 Objective of the model

Facilitating Accessible Fusion Wear with Indian Prints The primary objective of our model is to bring together the charm of Indian traditional prints and the comfort of Western silhouettes, resulting in a collection of fusion wear that celebrates cultural diversity while aligning with modern lifestyles. We aim to achieve this by incorporating Indian traditional prints, patterns, and motifs into Western-style clothing items. To accomplish this objective, our model will employ advanced design software, including Clo 3D, Adobe Illustrator, and Adobe Photoshop. These tools will enable us to create a visually stunning

and culturally rich fusion wear collection. Furthermore, our model aims to make this unique fusion wear easily accessible to a wider audience. We intend to achieve this by displaying the collection in a virtual mode, where people can explore, visualize, and even try on the garments virtually before making a purchase. This approach simplifies the shopping process and enhances the overall shopping experience, making it more convenient for individuals seeking these distinctive fashion pieces.

In summary, our model seeks to: Develop fusion wear that seamlessly combines Indian traditional prints with Western silhouettes. Utilize advanced design software to ensure the authenticity and appeal of the collection. Display the fusion wear in a virtual mode to facilitate easy exploration and purchasing. Celebrate cultural diversity and provide individuals with a unique and accessible fashion option that reflects their personal style and cultural appreciation.

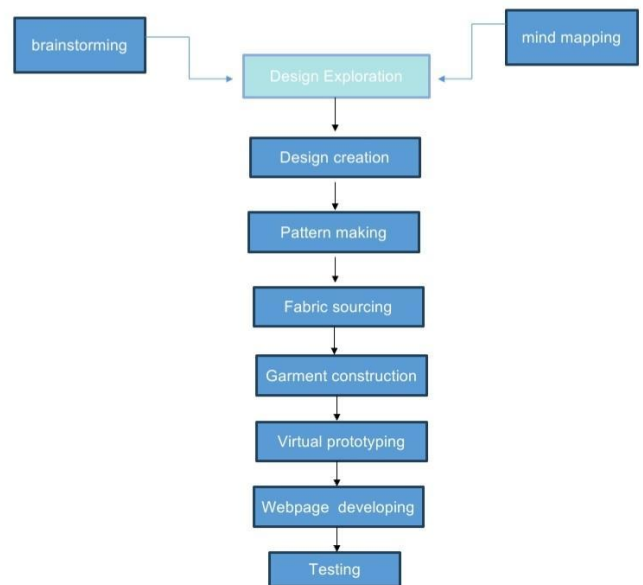


Figure 2.2.1 Overall workflow of the model

2.3 Hardware Implementation

Design Process for Fusion Wear Incorporating Indian Dabu Prints with Western Silhouettes

2.3.1. Inspiration Board: The inspiration board delves deeper into the design concept, focusing on specific elements that will influence the collection. This includes detailed images of Dabu prints, their history, cultural significance, and the stories they convey. Also, gather inspiration from Western fashion trends and silhouettes.

2.3.2. Mood Board : The mood board is the starting point of the design process. It sets the overall tone and inspiration for the collection. Gather images, swatches, and visuals that

evoke the desired mood for the fusion wear. Include pictures of Dabu prints, Western fashion, and any other elements that capture the essence of the fusion.

2.3.3. Color Board: The color board helps in selecting a harmonious color palette for the fusion wear collection. Displaying a range of colors inspired by both Dabu prints and Western fashion. Consider how these colors can complement each other and convey the desired aesthetic. Since beige is being the trending colour from the year 2021. This colour has taken into consideration.

2.3.4. Concept Board : The concept board brings together all the elements, setting a clear direction for the fusion wear design. Combine visuals, mood, inspiration, and color references to articulate the overarching concept. Define the fusion wear's style, purpose, and the cultural narrative it aims to convey. Concept is the Main thing that comes when designing. Here fusion wear is the concept that we have come across where Indian traditional ethnic prints is incorporated in the western silhouettes.

2.3.5. Design Exploration: This phase involves experimenting with various design ideas and creating prototypes. Generating sketches, fabric swatches, and sample designs that merge Dabu prints with Western clothing patterns. Explore different garment styles, such as dresses, tops, pants, and accessories. Here 25 design exploration has been done inorder to select the final design. Throughout this design process, collaboration among designers, textile experts, and artisans skilled in Dabu printing is crucial to ensure the successful integration of traditional prints into modern Western silhouettes. Continuous refinement, attention to detail, and a deep understanding of both cultures are essential for achieving a cohesive and captivating fusion wear collection that celebrates the rich heritage of Dabu prints while embracing contemporary fashion.

2.3.6. Pattern Making : Pattern making is a critical step in the development of fusion wear that seamlessly blends Indian ethnic traditional prints like Dabu with Western silhouettes. This process involves creating templates or patterns that guide the cutting and sewing of fabric to construct garments that not only look aesthetically pleasing but also fit well. Here's an elaboration of pattern making in this context.

2.3.7. Design Concept Integration: Before pattern making begins, it's essential to have a clear understanding of the fusion wear's design concept. This concept should reflect how Dabu prints will be incorporated into Western silhouettes ensuring a harmonious blend of the two styles.

2.3.8. Garment Style Selection: Decide on the specific garment styles that will be part of the fusion wear collection, such as dresses, tops, skirts, or pants. Each style may require different patterns.

2.3.9. Measurement and Sizing: Accurate measurements are crucial to ensure that the fusion wear fits well. Take into account both Western sizing standards and any necessary adjustments to accommodate Dabu print placements and design elements.

2.3.10. Pattern Drafting: Drafting involves creating the initial pattern templates based on the chosen garment style and measurements. This can be done manually or using computer- aided design (CAD) software.

2.3.11. Garment Construction: Toile or Muslin Mock-up: Before cutting the final fabric, it's common to create a prototype using inexpensive fabric, like toile or muslin. This allows for fit testing and adjustments to the pattern without wasting precious Dabu-printed fabric.

2.3.12. Pattern Grading: Grading involves creating patterns for various sizes within the collection. Each pattern is adjusted to accommodate size variations while retaining the design's integrity. **Cutting and Sewing Guides:** Once final patterns are established, they serve as cutting and sewing guides for the actual fusion wear production. Ensure that pattern pieces are labeled and clearly marked for accurate assembly.

2.3.13. Fitting Sessions: Conduct fitting sessions with models to assess how the fusion wear garments fit on real bodies. Make any necessary adjustments to patterns based on these fittings.

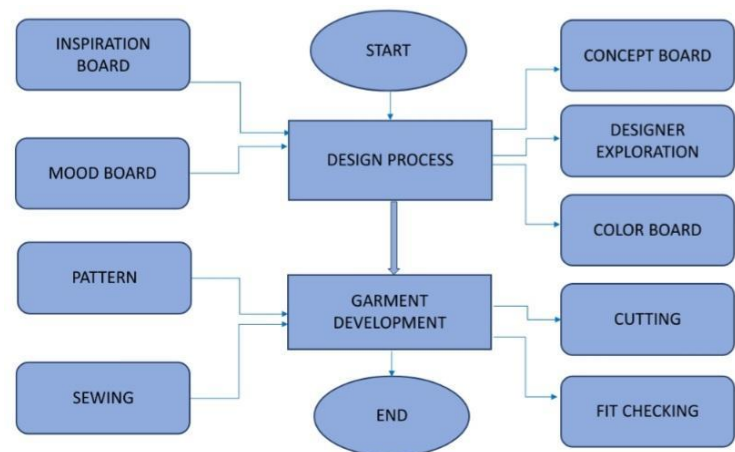


Figure 2.3.1

2.4 Web development:

Creating a user-friendly cloth shopping webpage for fusion wear that caters to customer preferences for fabric and silhouettes involves several key steps:

2.4.1. Market Research and Analysis: Begin by researching customer preferences, market trends, and competitors to understand what customers are looking for in fusion wear.

Defining Customer Requirements: Clearly define the customer requirements relate to fabric choices, silhouettes, and other customization options. Gather insights through surveys, focus groups, or interviews.

2.4.2. Designing User Interface (UI):

- a. **Wireframing:** Create a wireframe of the webpage layout, ensuring a clean organized, and intuitive design.
- b. **Visual Design:** Develop an appealing and cohesive visual design that reflects the brand and resonates with the target audience.

2.4.3. Backend Development:

- a. **Database Creation:** Set up a database to store fabric and silhouette options, as well as customer profiles and orders.
- b. **Development of Customization Features:** Implement features that allow customers to choose fabrics, silhouettes, sizes, and other preferences.
- c. **Integration of Payment Gateway:** Ensure secure payment processing for customer orders.

2.4.4. Frontend Development:

- a. **Creation of Webpages:** Develop webpages for product listings, customization, shopping cart, and checkout.
- b. **Responsive Design:** Ensure the webpage is responsive and accessible across various devices (desktop, mobile, tablet).

2.4.5. Product Catalog Management:

- a. **Upload Product Information:** Add product images, descriptions, pricing, and available customization options.
- b. **Real-time Updates:** Enable real-time updates of product availability and stock levels.

2.4.6. Customization Features:

- a. **Fabric Selection:** Implement a user-friendly fabric selection tool with images and descriptions.
- b. **Silhouette Customization:** Offer a silhouette customization tool that enables users to choose their preferred styles and sizes.

2.4.7. Search and Filter Options: Include search and filter functionalities to help customers easily find products based on their preferences.

2.4.8. Virtual Try-On (Optional): If feasible, integrate a virtual try-on feature where customers can visualize how their chosen fabric and silhouette will look on a model or a customized avatar.

2.4.9. Testing and Quality Assurance: Thoroughly test the website for functionality, usability, and security.

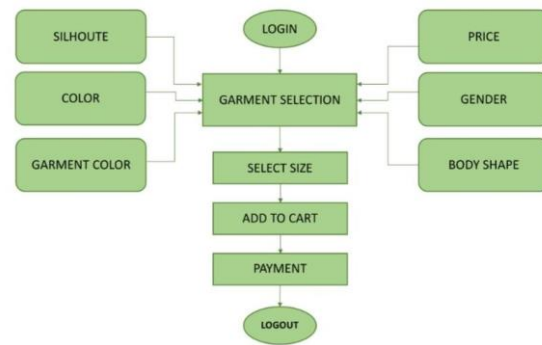


Figure 2.4.1

2.5. Components and tools used:

- Dabu print fabric
- Western silhouette patterns
- Apparel trims and accessories
- Lining and interfacing
- Thread and notion
- Label and tag
- Sewing machine
- Dye-resist material
- Adobe illustrator
- Adobe photoshop
- Sketching materials
- Website

2.5.1. Dabu Print Fabric:The core component of the design is the fabric featuring Dabu print. This fabric can be sourced or custom-made with traditional Dabu printing techniques, which involve using clay-based resist and natural dyes.

2.5.2. Western Silhouette Patterns: These are templates or patterns that serve as the basis for constructing the Western-style garments. They determine the shape and structure of the clothing.

2.5.3. Apparel trims and Accessories: Components like zippers, buttons, hooks, and snaps are essential for finishing and securing the garments.

2.5.4. Lining and Interfacing:Lining materials add comfort and finish to the interior of the garments, while interfacing is used to stiffen and shape certain areas, like collars and cuffs.

2.5.5. Thread and Notions:High-quality thread and notions such as elastic, ribbons, and bias tape are used for sewing and embellishing the garments.

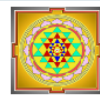
2.5.6. Labels and Tags:Custom labels and tags can be added to the garments for branding and product information.

2.6. Tools:

2.6.1. Sewing Machine:A sewing machine is used for stitching seams, hems, and various details in the garments. It allows for efficient and precise sewing.

2.6.2. Scissors and Rotary Cutter : These tools are essential for cutting fabric and patterns accurately. A rotary cutter is particularly useful for cutting straight lines.

2.6.3. Pattern Making Tools:Tools like rulers, pattern weights, and dressmaker’s chalk are used during the



pattern drafting and cutting stages to ensure precision. Iron and Ironing Board: Ironing is crucial for pressing seams, setting dyes, and achieving a polished finish. It helps maintain the integrity of the Dabu print.

2.6.4. Serger (Overlock Machine): A serger is used for finishing raw edges of fabric, preventing fraying, and providing a neat and professional look.

2.6.5. Dye-Resist Materials: When incorporating Dabu print, materials like resist paste, wooden blocks for stamping, and brushes are needed for applying the resist to create the characteristic patterns of Dabu.

2.7. Design Tools:

2.7.1. Adobe Illustrator: Adobe Illustrator is a vector graphic design software commonly used for creating detailed illustrations, patterns, and design sketch. Designers can create detailed Dabu print patterns, motifs, and artwork in Adobe Illustrator. These can be seamlessly integrated into the design concept.

2.7.2. Adobe Photoshop: Adobe Photoshop is a raster image editing software used for manipulating and enhancing images and graphics. Designers can use Photoshop to digitally edit and refine Dabu print images, adjust color palettes, and create visual representations of the fusion wear designs.

2.7.3. sketching and Drawing Supplies: Pencils, sketchbooks, and drafting paper are used for initial design sketches and concept development. Also for making 25 flat sketches for design exploration it helps a lot.

culturally diverse clothing. This trend incorporates rich Indian fabrics, intricate embroidery, and vibrant colors, merging them with Western silhouettes and modern tailoring techniques. Designers must anticipate market demands, cultural influences, and emerging trends to craft innovative and marketable collections. The fusion of these two fashion worlds allows for a dynamic and versatile range of clothing that appeals to a global audience while celebrating India's rich heritage and global influence.

3.2 DEVELOPMENT OF GARMENT:

Developing a garment through the sewing process involves a sequence of precise steps. After selecting fabric and patterns, fabric cutting begins. Next, pieces are assembled through stitching, following the pattern guidelines, and using appropriate sewing machines. Seams are reinforced for durability, and closures like zippers or buttons are added. Fitting adjustments ensure the garment conforms to the desired size and shape. Quality control checks for flaws and defects. Finally, finishing touches, such as hemming, ironing, and labeling, complete the garment. Throughout this process, skilled seamstresses and modern sewing equipment work in harmony to transform raw materials into a wearable, high-quality garment, ready for distribution and sale.

3.3 DISPLAYING GARMENT THROUGH SOFTWARE:

Displaying garments on a website using software like Adobe Illustrator involves several steps. Firstly, the garment's design is created or imported into Illustrator, where it can be fine-tuned for digital presentation. Next, high-quality images or illustrations of the garment are generated, showcasing various angles and details. These visuals are then optimized for web use, ensuring fast loading times. HTML and CSS are utilized to integrate these images into the website's layout, creating an engaging and user-friendly display. User interactions, such as zooming or 360-degree views, can enhance the online shopping experience. By leveraging Adobe Illustrator and web development tools, fashion brands can effectively present their garments to online audiences, facilitating informed purchasing decisions.

3.4 WEB PAGE CREATION:

Developing a webpage for Indian ethnic Western fusion garments with Adobe Illustrator involves several key steps. First, the webpage's layout and design are conceptualized within Illustrator, blending traditional Indian motifs and Western aesthetics to reflect the fusion theme. High-quality illustrations or images of the garments are created, showcasing their unique details and designs. These visuals are then optimized for web use and integrated into the webpage's HTML and CSS code. User-friendly navigation and responsive design ensure a seamless browsing experience across devices. Additionally, incorporating e-commerce features enables customers to browse, select, and purchase the fusion garments online,

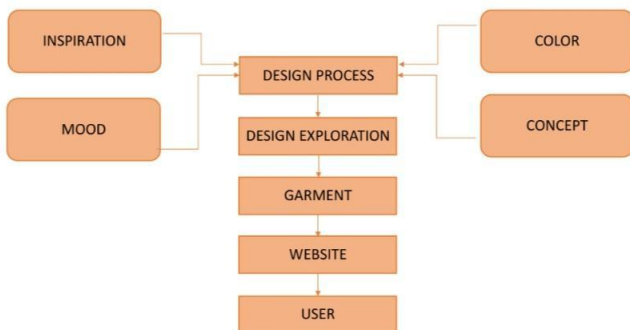


Figure 2.7.1

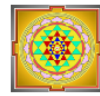
3. PROPOSED WORK AND MODULES

Based on the workflow, we divided the project into four distinct phases followed as

1. forecasting and design exploration
2. development of garment
3. displaying garment through softwares
4. WebPage Creation

3.1 FORECASTING AND DESIGN EXPLORATION:

The main goal of this module is to Forecasting and design exploration for Indian ethnic Western fusion fashion involves blending traditional Indian elements with contemporary Western styles to create unique and



offering a visually appealing and convenient platform for showcasing and selling these unique fashion creations.

4. RESULTS AND DISCUSSION

Final result of our project is detailed in this chapter. Upon discussion with our guide and assessors, we finished by considering all the corner cases and the existing problems.

4.1. STRENGTHS:

4.1.1. Cultural Richness: Indian ethnic-western fusion garments blend the diversity and vibrancy of Indian traditional attire with contemporary Western fashion elements. This fusion celebrates the rich tapestry of Indian culture, making it appealing to global audience.

4.1.2. Unique Fashion Niche: This niche caters to individuals seeking distinctive fashion choices that reflect both tradition and modernity. Your fusion garments can fill a gap in the fashion market, attracting those who appreciate creative and unique clothing.

4.1.3. Efficient Design Process: Adobe Illustrator streamlines the design process by enabling you to experiment with various combinations and styles. You can easily make changes, try out different color schemes, and refine your designs without the need for physical prototypes.

4.1.4. Visual Storytelling: Adobe Illustrator enables you to create captivating visuals and storytelling elements for your website. You can showcase the inspiration behind each garment, the fusion of cultural elements, and the craftsmanship involved, engaging customers on a deeper level.

4.1.5. Responsive Design: Websites can be designed to be responsive, ensuring that your fusion garments look equally stunning on desktops, tablets, and mobile devices. This enhances user experience and accessibility.

4.1.6. Analytics and Feedback: Websites provide valuable insights through analytics tools, helping you understand customer behavior and preferences. This data can inform your design decisions and marketing strategies.

4.1.7. Marketing and Social Media Integration: Websites allow seamless integration with social media platforms, enabling you to leverage digital marketing techniques to promote your fusion garments, connect with influencers, and engage with your audience.

4.2. DRAWBACKS:

Creating Indian ethnic-western fusion garments and showcasing them on a website using Adobe Illustrator can be an exciting venture, but it comes with several drawbacks and challenges:

4.2.1. Complex Design Execution: Fusion garments often require blending intricate Indian traditional designs with contemporary Western elements. Achieving this balance in Adobe Illustrator can be challenging, as it may demand advanced design skills and extensive time investment.

4.2.2. Limited Realism: Adobe Illustrator primarily works with vector graphics, which can result in garments looking less realistic compared to actual photographs. This may hinder potential customers' ability to visualize the product accurately.

4.2.3. Time-Consuming: Crafting detailed fusion garments in Adobe Illustrator can be a time-consuming process, especially if you aim for high-quality designs. This can slow down your production pipeline and delay the launch of your collection.

4.2.4. Costly Software: Adobe Illustrator is a paid software, and its licensing costs can add up, particularly for small-scale designers or startups. This can be a financial burden, especially when starting a new business.

4.2.5. Accessibility and SEO: Relying solely on Adobe Illustrator designs may affect your website's search engine optimization (SEO) and accessibility. Search engines may have difficulty indexing images, potentially reducing your website's visibility. Additionally, visually impaired visitors may face accessibility issues.

4.2.6. User Experience: Potential customers might prefer seeing actual photographs of fusion garments, as this provides a more authentic and relatable shopping experience. Using only Adobe Illustrator designs may not fully capture the essence of your creations.

4.2.7. Customization Challenges: Customers often appreciate the ability to customize colors, sizes, and styles when shopping online. Adobe Illustrator designs may not easily accommodate such customization, leading to limitations in your e-commerce capabilities.

4.2.8. Communication of Materials: Fusion garments often involve a mix of fabrics and textures. Representing these accurately in Adobe Illustrator can be challenging, potentially leading to misunderstandings between you and your customer regarding the materials used.

4.2.9. Feedback and Iteration: Gathering feedback and making iterative changes to your designs can be more cumbersome when working exclusively with Adobe Illustrator. Real garments can be tried on and adjusted more effectively.

4.2.10. Competitive Market: The market for fusion garments is highly competitive. Relying solely on Adobe Illustrator designs may put you at a disadvantage compared

to competitors who offer more realistic visuals and a better user experience.

In conclusion, while Adobe Illustrator is a valuable tool for design, using it exclusively for Indian ethnic- western fusion garments on a website has its drawbacks. It's essential to carefully consider these limitations and explore ways to complement your designs with high-quality photography and user- friendly features to enhance your online presence and customer engagement.

5. CONCLUSION

Creating Indian ethnic-western fusion garments and displaying them on a website through Adobe Illustrator is a dynamic endeavor that blends tradition and modernity seamlessly. This fusion represents a harmonious convergence of diverse cultures, and the digital realm allows for a captivating showcase of these unique designs. In conclusion, the process involves a combination of creativity, technical skill, and cultural sensitivity.

Firstly, the fusion of Indian and Western styles in garments reflects the globalized world we live in today. It allows for the preservation of heritage while embracing contemporary fashion trends. Adobe Illustrator, as a versatile design tool, empowers designers to bring these concepts to life with precision and creativity. From intricate embroidery to vibrant color palettes, Adobe Illustrator offers the tools needed to craft visually stunning designs.

Moreover, the digital platform provides a global stage for showcasing these creations. A well-designed website enables designers to reach a vast audience and connect with fashion enthusiasts worldwide. It facilitates e-commerce, making it possible to sell these fusion garments to a broader clientele.

Furthermore, the use of Adobe Illustrator streamlines the design process, making it efficient and cost-effective. Designers can experiment with different combinations, tweak designs, and visualize the final product with ease, reducing the need for physical prototypes.

In conclusion, the fusion of Indian ethnic and Western styles in fashion, displayed through Adobe Illustrator and a website, is a testament to the versatility of digital tools in the creative industry. It bridges cultures, appeals to a global audience, and allows for efficient design development. This fusion not only celebrates diversity but also contributes to the ever-evolving landscape of fashion, where tradition meets innovation.

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