



# Inspirational Cleopatra Dress Designing for Modern Age Girls

N Garg \* and D Kaur \*\*

Department of Apparel and Textile Science, College of Home Science  
Punjab Agricultural University, Ludhiana-141 004 (Punjab)

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## ABSTRACT

The investigation was carried out in Ludhiana city. Desired number of Cleopatra dresses were identified and documented from the secondary sources. Participants' preferences were taken for the development of designs for the costumes through developed inventory from the three purposively selected colleges of Ludhiana city. On the basis of the preference, ten designs were designed and developed on CorelDraw X3. Then, these ten developed designs were shown to the panel of fifteen experts to shortlist six costumes for the final construction. Six most preferred designs were constructed. The results of the study revealed that the majority of the participants were between the age range of 21-24 yr, graduate and belonged to business class, nuclear family and had a monthly income between Rs100,001/- to -Rs130,000/-. Flared silhouette, Boat neckline, Plain sleeve and Peplum were most preferred by the participants whereas straight/tubular silhouette, neck with collars, cap sleeve and cowls were least preferred by the participants. Seventy one percent of the participants prefer two colours in the costumes whereas eighteen percent and eleven percent participants prefer single colour and multiple colours, respectively. Crepe fabric was most preferred by the participants whereas rayon fabric was least preferred by the participants.

**Key Words:** Costumes, Dress, Designing, Fashion, Peplum, silhouette.

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## INTRODUCTION

Fashion is subject to constant change, sometimes slowly and sometimes rapidly. The primary interest of women of all age groups and occupation is "what's nifty in clothes". Every year new fashions are created that are distinct enough from the fashion of the previous year to satisfy them. New clothes seem to give them a sense of well-being and elegance. This feeling is more in adolescents or college going girls. Newspapers, magazines and televisions spread fashion news in a couple of hours to the whole world. Now a day's celebrities, style magazines and electronic broadcasting are professional features in influencing behavior and outlook to women. Egyptian ferocious statues and fence paintings have revealed a lot about fashion history of ancient Egyptians.

The Egyptians clothes have been found and inspired from natural tombs and houses. These

were created for love and comfort but Egyptians creatively expressed their culture, status and a personality through fashion.

Egyptian Cleopatra culture strikes us mutually in its richness. Cleopatra, queen of Egypt stands positively in its idealism and strength of character. She is known as a fashion icon of a time and recognized for her makeup and jewellery. Traditionally she was depicted wearing a skillful combination of both Greek and Egyptian element. She wore a large, flat, circular neck piece accompanied with a variety of traditional Egyptian headdresses. The Greek *peplos* style with tube like cloak belted at the waist and cleverly folded to give the illusion of a flared bit of fabric at the back inspired today's peplum. The lovely Egyptian style mixed by whole of the modest gown was the invention of the Queen of Nile which was similar like modern woman sequence designers and styles both high and low. As depicted in art, her

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Corresponding Author's Email: devinderct@pau.edu

\*M.Sc. Student, \*\*Senior Scientist.

hairs was absolutely coiffed and direct, constantly arranged in the “melon hairstyle” of the instant which combined with multiple braids into the bun at the nape of the neck.

Presently, time is the biggest constraint for any application which can be effectively overcome by Computer-aided design CAD where less time is required to achieve good quality product as reported by Kaur (2015). CAD is the use of computer systems to assist in the creation, modification, analysis, or optimization of a design.

### MATERIALS AND METHODS

The study was undertaken in Ludhiana city. Documentation of various dresses worn by Cleopatra was conducted from secondary sources like books, internet, encyclopedia etc. An inventory was employed to study the preferences of ninety college girls age ranging 17-28yr comprising two sections. The initial most section of the inventory assigns with the background information of the participants and the second section includes the information related to the types of silhouettes, necklines, sleeves, types of fabric, constructional features and colour combinations. From the documented dresses and collected information, ten dresses were designed and developed on CorelDraw X3 and were assigned various codes from D1 to D10. For the development of final six costumes, the team of fifteen experts were taken for final preferences which comprising faculty members and PG students of Department of Apparel and Textile Science, College of Home Science, Punjab Agricultural University, Ludhiana. Six most preferred costumes were constructed on the basis of the preferences given by the experts. Collected information was tabulated and analyzed statistically.

### RESULTS AND DISCUSSION

#### Preferences of participants based on silhouettes

The college going girls were asked about their preference for type of the silhouette. It was observed (Table 1) that flared silhouette was most liked with a

weighted mean score (5.31) and given the first rank. A-line, mermaid, ball and sheath silhouettes were having the weighted mean scores of close proximity 4.83, 3.92, 3.88 and 3.61 were given hierarchy of second to fifth rank, respectively whereas straight/tubular silhouette had least weighted mean score of 2.77 and hence given sixth rank.

**Table 1. Participants preferences for the type of silhouette. n=90**

Sr. No.	Silhouettes	WMS	Rank
1	Flared	5.31	I
2	A-line	4.83	II
3	Mermaid	3.92	III
4	Ball	3.88	IV
5	Sheath	3.61	V
6	Straight/tubular	2.77	VI

WMS- Weighted mean score

#### Distribution of participants according to types of necklines

It was concluded (Table 2) that boat neck was the most preferred neckline by the participants with the mean score of 6.49 and hence given first rank. Jewel, V-neck and U-neck were placed at second to fourth rank with the weighted mean score of 6.47, 5.54 and 5.07 respectively. Square, deep/plunging, cowl and halter with the weighted mean score of 4.70, 4.46, 4.19 and 4.08 respectively were of close proximity and were placed at fifth, sixth, seventh and eighth ranks respectively whereas neck with collars was least preferred by participants with weighted mean score of 4.01 and given ninth rank.

#### Opinion of participants based on types of sleeves

It was observed (Table 3) that plain sleeve was most preferred by the participants with the mean score of 9.83 and hence given first rank. Bell, petal and full circular sleeves were placed at second to fourth rank with weighted mean score of 9.58, 8.30 and 6.58, respectively. Bishop, sleeveless and umbrella sleeves with the weighted mean score of 6.40, 5.68 and 5.46 were of close proximity provided

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fifth to eighth ranks, respectively whereas cap sleeves were quite less preferred by the participants with the weighted mean score of 4.90 were given the ninth rank.

**Table 2. Participants distribution for different types of necklines. n=90**

Sr. No.	Type of necklines	WMS	Rank
1	Boat	6.49	I
2	Jewel	6.47	II
3	V-Neck/ Broad V-neck	5.54	III
4	Scoop/U-Neck	5.07	IV
5	Square	4.70	V
6	Deep/Plunging	4.46	VI
7	Cowl	4.19	VII
8	Halter/ Halter strap	4.08	VIII
9	With Collars	4.01	IX

WMS- Weighted mean score

**Table 3. Participants opinion regarding types of sleeves n=90**

Sr. No.	Types of sleeves	WMS	Rank
1	Plain	9.83	I
2	Bell	9.58	II
3	Petal	8.30	III
4	Full circular	6.58	IV
5	Bishop	6.40	V
6	Sleeveless	5.68	VI
7	Umbrella	5.46	VII
8	Cap	4.90	VIII

WMS- Weighted mean score

### Distribution of participants on the basis of their opinion for fabric type

The information that the fabric crepe was most preferred by the participants with the weighted mean score of 7.81 and given first rank and fabrics like georgette and scuba with the weighted mean score of 7.42 and 6.81 were of close proximity and given second and third ranks followed by the silk (5.88), brocade (5.42), cotton (4.92) were given fourth, fifth and sixth ranks, respectively. Chiffon,

taffeta and linen were ranked seventh, eighth and ninth with weighted mean score of 4.78, 4.39 and 3.82 whereas rayon with weighted mean score 3.78 was least preferred by the participants and given tenth rank.

**Table 4. Participants and their opinion for fabric type n=90**

Sr. No.	Type of fabric	WMS	Rank
1	Crepe	7.81	I
2	Georgette	7.42	II
3	Scuba	6.81	III
4	Silk	5.88	IV
5	Brocade	5.42	V
6	Cotton	4.92	VI
7	Chiffon	4.78	VII
8	Taffeta	4.39	VIII
9	Linen	3.82	IX
10	Rayon	3.78	X

WMS- Weighted mean score

### Preference of participants regarding colour combinations

This part of the study assigns with the preference of participants on the basis of colour combinations for the dresses. Seventy one percent of the participants prefer two colour in the dress whereas eighteen percent participants like single colour dresses. Only eleven percent participants like multiple colour in the dresses.

### Opinion of participants for the type of embroidery

This part of the study deal with the opinion of participants regarding the type of embroidery. Seventy nine percent of the participants preferred machine embroidery whereas twenty one percent participants preferred hand embroidery.

### Preferences of respondents for constructional features

Responses regarding the preferences of constructional features in Fig 1 show that peplum with the weighted mean score of 4.80 most preferred

by the participants. Pleats, gathers, tucks and ruffles were in close proximity with the weighted mean scores of 4.46, 4.11, 3.90 and 3.77. Cowls were quite less preferred by the participants with the weighted mean score of 3.43 were sixth ranks.

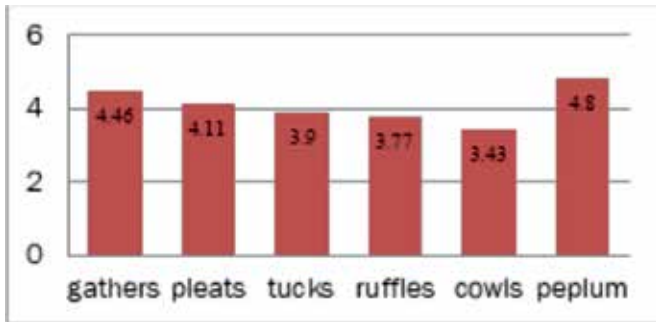


Fig 1. Distribution for constructional features

**Preference of participants for embroidery motifs**

This section deals with the embroidery motif used in the costumes. Eighty percent of the girls prefer the B1 design whereas 13 percent and 7 percent were prefer B2 and B3 motifs respectively. The most preferred motif B1 was further developed through CorelDraw X3 to get it embroidered on final costumes.

**Details of the developed costumes**

**D1-** The costume includes off shoulder top and a palazzo having side slit made with scuba fabric. The top was blue in colour and was having series of full circular sleeves. The neckline of the top was jewel neckline. The palazzo was in grey colour and having blue taping at the side seam and buttons on it.



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**D2-** The costume was a long dress in golden colour having a jewel neck made with brocade fabric. The costume was having a georgette bell sleeve which was green in colour having golden border. The green colour georgette fabric was draped at the waist which was having brooch at center front.

**D6-** The costume includes top and skirt was made in crepe fabric. In this dress *dupatta* was attached with the side seam of bodice and draped over the shoulder. The bodice was having scoop/ U neck. The skirt was draped at the waist and stitch till knees with front slit.

**D7-** The *mahroon* scuba fabric dress was made with layered petal sleeves and broad V-neckline. All the petals of the sleeve were embellished with golden chain. This dress was having jewel neck made of laces.

**D8-** The crepe fabric dress in mustard and black colour was having one shoulder styling and embroidered peplum attached at neckline with plain sleeves. The belt was having brooch on the center front. The lower part was made with tubular skirt of black colour and mustard pleated fabric was draped around with front opening at the waist.

**D10-** The blue colour dress made of silk fabric was having bishop sleeve including a top and a skirt. The top was having glass neckline and embroidered golden net fabric cape was attached at the back. The umbrella skirt was having belt attached at the waist.

### CONCLUSION

In the current study inventory was framed and ninety college going girls were surveyed to get the preferences regarding various design features. Majority of the participants (91.11%) were in age range of 21-24 yr were graduate and had a monthly family income between Rs.1, 00,001/- to Rs. 1, 30,000/-. Flared silhouette was most preferred by the participants and given first rank whereas straight/ tubular silhouette given sixth rank. Broad

V- neck was the most preferred neckline by the participants and hence given first rank whereas neck with collars was least preferred by participants and given ninth rank. Plain sleeve was most preferred by the participants and given first rank whereas cap sleeves were least preferred by the participants were given the ninth rank. The fabric crepe was most preferred by the participants and given first rank whereas fabric rayon was least preferred by the participants and given tenth rank. Seventy one percent of the participants preferred two colour in the costumes whereas eighteen percent participants like single colour dresses. Only eleven percent participants like multiple colour in the costumes. Seventy nine percent of the participants preferred machine embroidery whereas twenty one percent participants preferred hand embroidery. Peplum with the weighted mean score of 4.80 most preferred by the participants whereas Cowls (3.43) were least preferred by the participants were sixth ranks. Eighty percent of the participants prefer the B1 motif design whereas thirteen percent and seven percent were preferred B2 and B3 motifs, respectively.

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