

COMPUTER APPLICATION IN DESIGNING TRENDY AND COMFORTABLE FEEDING NIGHTIES**Dr. M. Kanimozhi**

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Abstract:

This paper throws a lime light on the application of computer aided design in creating different styles and pattern for feeding nighties. Different types of clothing are available for both men and women. Special types of garments are available in the market for special purposes namely maternity wear, feeding wear, sportswear, party wear, etc. Among the special garments available in the market breast feeding and maternity wear were given less focus. One of the major garment used during lactation is feeding nightie. Initially feeding nighties with very less features were only available. Feeding nighties are now available in different varieties. But it is not comfortable as it sounds. There are problems faced by both baby and the mother regarding the discomfort of feeding nighties available. Hence in this study, alterations were done to the existing nighties by implementing better styles. All those created designs were comfortable and accepted by most of the lactating mothers.

Key Words: Computer Aided Design (CAD), Pattern, Styles & Nighties

Introduction:

Over the period computers and fashion have developed progressively in taste and trend. But nobody knew that a time will come when both these fields will counterpart each other so well. Now with the help of computers one can draw, paint, make dress patterns, weave design, embroidery design, etc. Computers have led to the development of new technology for which fashion has not been left out. In textile industry both fashion and textile illustration methods have been computerized which makes work fast, convenient, cost effective and increases productivity. Many software's like CAD, CAM, TUKA were available to fashion and textile designers to perform various tasks. Computer aided design (CAD) brings the fashion design more close to the people's real vision. It reduces the demand for manual sketches. With the help of CAD people who lag in flat pattern construction, pencil sketching and traditional math-based pattern sizing can work easily. Now-a-days people are lavishly spending money in order to lead a comfortable life. Hence the demand for special purpose garment exists in the market. A Feeding nightie is one such type of special garment used by women during the period of lactation for comfortable breastfeeding. Feeding nighties with limited designs were available in the market. These feeding nighties are not as convenient and comfortable as it sounds. The Zip often gets worn out and once the zip is gone, the nighty is of no use and more over the cut or the opening is not placed in right position because of the different body shapes. They are uncomfortable for babies too since the zip is too small. Hence considering the above fact in this work new comfortable feeding nighties were designed and constructed using illustrator software to make the mother and the baby comfortable.

Methodology:

The methodology comprises of a consumer survey, preparation of designs, preparation of pattern, garment construction, wear study and finally the feedback analysis.

Consumer Survey:

Consumer survey has been conducted among 25 lactating mothers at Palakkad, Kerala. Mixed sampling method was the method adopted and close ended questionnaire was the tool used to carry out the survey. The type of garment that is comfortable, fabric texture and colour preference among the breast feeding mothers were understood from the survey. Also the satisfaction and dissatisfaction regarding the suitability and convenience of existing designs were understood.

Preparation of Designs:

Based on the survey result 5 designs were created using Adobe illustrator CS software. It is one of the common software used in fashion world for drawing flat sketches. Flats are black and white drawings that include all construction and styling details. Pen tool is used to draw the styles.

Preparation of Pattern:

Patterns were drafted for the selected designs. The tool used was Accumark Gerber pattern making software to create accurate and precise pattern for the created designs.

Garment Construction:

The fabric was placed on a table in length wise fold. The drafted pattern was layed above the fabric and marking was done. The fabric was cut out along the marked lines using a straight knife cutting machine. Then the fabric was stitched. After stitching the garment, it was neatly ironed and packed.

Wear Study:

The constructed garments (nighties), were given to 10 lactating mothers with 5 designs each. They used it for more than 1 month and has undergone many washes.

Feed Back:

The feedback's of lactating mothers regarding the convenience of new designs, comfort of the fabric used and the effect of colours were collected and consolidated.

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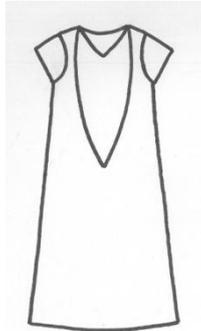
Results and Discussion:

The prepared designs were evaluated for its creativity, comfort and satisfaction.

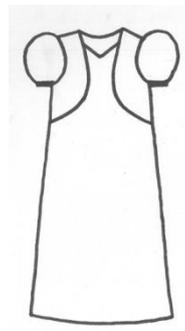
Evaluation of Designs:

The selected designs were assessed for its comfort, trend and its important feature than usual nightie under the following headings.

Design 1



Design 2



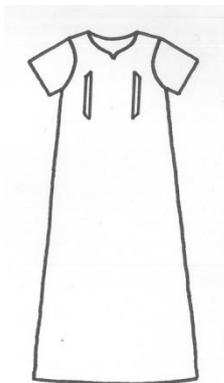
Design 1:

- ✓ The above design is a highly fashionable nightie.
- ✓ It is a knee length nightie with mega sleeve.
- ✓ It is a 2 piece garment that helps in easy feeding without causing discomfort to both mother and baby.

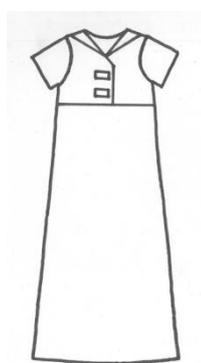
Design 2:

- ✓ The above design is based on the latest fashion.
- ✓ It is a knee length nightie with puff sleeve.
- ✓ It has an inner garment and a coat outside
- ✓ The coat can be removed and can feed comfortably.

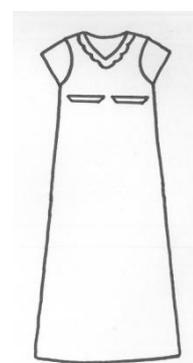
Design 3



Design 4



Design 5



Design 3:

- ✓ The main feature of this design is that it won't look like a feeding nightie.
- ✓ 2 zips are provided at 2 bust in vertical direction for easy feeding.
- ✓ It is a full length nightie with plain sleeve.

Design 4:

- ✓ The above design is a full length nightie with plain sleeve.
- ✓ Apart from the ordinary design of having a zip at the center, velcro is being used to avoid the damage caused to the zip.
- ✓ It has a fashionable collar to make it attractive

Design 5:

- ✓ The above design is a full length nightie with mega sleeve.
- ✓ It has 2 zips at both bust in horizontal direction for easy feeding.
- ✓ The main feature of the design is that it doesn't look like a feeding nightie.
- ✓ It has a lace attached to the neckline.

Feedback Analysis:

From the wear study, it was understood that out of 10 lactating mothers, majority of them are comfortable with the new designs and are satisfied with the new styles adopted in the nighties and rest of them are not comfortable and satisfied with the new designs and styles adopted. Out of 10 lactating mother's, 3 of them prefer 1st design, 1 of them prefer 2nd design, 2 of them prefer 3rd design, 3 of them prefer 4th design and 1 of them prefer 5th design. Majority of the mothers rated the new designs as excellent, a few rated as very good and rest of them rated as good.

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Conclusion:

The designs created with illustrator helps the fashion designer to bring out their creativity. The collected and consolidated data reveals that most of the mothers were impressed and satisfied with the newly created designs and the problems faced by them were solved to a greater extend.

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