



Research Article

‘Lingerie –Secret Styles Amalgamated with Pink City’

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Abstract

Lingerie is founded on the idea that lingerie is fashion too, and that it deserves just as much attention, discussion, and critique as the mainstream fashion and beauty industries. More than foundation garments, lingerie is a way to express your personal identity and sense of self. And while it has a reputation for pandering to male fantasy, lingerie has also been used to push more liberated ideas of how women can proudly show their bodies and express their sexuality.

Lingerie is also founded on the idea that lingerie is for everybody - no matter their size, race, sexuality, age, ability, or gender. Lingerie refers to the undergarments that a woman wears. Lingerie isn't only meant for pampering the body, but is also used to evoke sensuousness in a woman. It symbolizes grace and femininity, and since it directly touches the skin by enveloping the body, it holds importance in a woman's life.

A woman should always ensure that the lingerie that she is buying is high on comfort factor. The idea of lingerie, intimate apparel can be complicated and bewildering world.

The beautiful lingerie wear look when the architectural concepts are put together! it will spice up the regular lingerie to a conceptual one. Jaipur is a true feast for the senses. As the colors, aromas, and artisanal work here are traditional people. It's dusty and unruly, but there is beauty in the chaos. It is all so overwhelming a group of ladies looking pristine and resplendent in pink, green, and gold saris. The intensity of the colors is flawless. The amalgamation of Lingerie and Jaipur inspired prints, colours and textures are the twist to my unique collection. The intensity of intricate prints and the inspirations from the architectural monuments truly is a spice to any lingerie depicted in my collection. The femininity and eye soothing colours amalgamated with prints will do wonders to my collection of Rustic Mastani and The Neela Darbar.

Keywords: Lingerie; Designing; Critique; Bewildering; Amalgamation; Pink City; Femininity

Introduction

The Indian lingerie market has changed beyond recognition in the last few years. There has been use of more innovative techniques in the making of lingerie and technology which is influencing this growing number of working women, changing fashion trends, the increased awareness about better fits, brands, colours, quality, styling, increasing per capita disposable income, rising level of media exposure and entry of large number of international brands have given the industry a new facet. Indian women have become

choosy and give importance to lingerie and have moved beyond the over sensitivity to pricing. The Lingerie Industry in India has been unleashed like never before, it has undergone a transformational change over the past few years. Lingerie business holds the largest pie of Market share in India with high margins returns [1]. This segment has created a niche for itself in the garment manufacturing business. Let's be honest: lingerie is confusing. There are thousands of brands, hundreds of styles and dozens of sizes but have you seen Indian architectural prints on lingerie? Yes, you got me right that is the concept I want to introduce! Fusion wear can be observed in clothing (outerwear) have you examined it in the innerwear (lingerie). Even if you like the idea of lingerie, intimate apparel can be complicated and bewildering world. Here I'm going to explain the lingerie and how the Jaipur architecture inspired me to connect and come down with my topic. What's the difference between a demi bra and a balconette? What's the point of having seams on a bra? More important, how do you find the right bra for you? Moving beyond what kind of lingerie should you wear for formal occasions, your honeymoon, or even a regular workday? How beautiful can a lingerie wear look when the architectural concepts are put together! it will spice up the regular lingerie to a conceptual one. Bursting with ornate palaces and imposing forts, the city of Jaipur has been a commercial and cultural hub in northern India for centuries. Jaipur is a true feast for the senses. As fashion designer Matthew Williamson says, "For any creative person, the colours, aromas, and artisanal work here are a must." "Jaipur has held on to the feeling of old India". Lingerie being the intimate accessory to every woman the imaginary of the art and colours of Jaipur to this crucial living apparel is driving me crazy. It's dusty and unruly, but there is beauty in the chaos. "I remember my first visit". "It was all so overwhelming until I saw a group of ladies looking pristine and resplendent in pink, green, and gold saris". The intensity of the colours was riveting." Historic citadels like the massive Amber Palace, seven miles north-east of Jaipur, and, closer in, the colonnaded Nahargarh Fort are a good reason to venture outside the capital, but royal residences are plentiful in Jaipur's old town too. Don't miss the never-ending pink City Palace and the Palace of Winds (Hawa Mahal), whose lattice-like exterior of sandstone and stained glass make one of the area's most eye catching icons [2]. The city is known for its beauty, and it is unique in its straight-line planning. Its buildings are predominantly rose-coloured, and it is sometimes called the "pink city." At the city's heart, the City Palace continues to house the former royal family; the Jantar Mantar, the royal observatory, maintains a heavenly aspect; and the honeycomb Hawa Mahal gazes on the bazaar below. And just out of sight, in the arid hill country surrounding the city, is the fairy-tale grandeur of Amber fort's Jaipur's star attraction. The idea of combination of lingerie with the place of colours, architecture with a lot of detailing and colour importance and the jewellery left me with an excitement towards my innovations that the future planning will take me to. The amalgamation of lingerie study and exploring the pink city will be an exciting factor.

My Collection

Lingerie had always been a piece of interest to me and to bring out my creativity to this essential piece of our day to day life. Let's put some designer spice to the trendy lingerie and make it classy and enjoy over it !! Since Jaipur is the place I had always love in terms of colour and

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prints I have created a collection where I amalgamated Jaipur prints and colour to the trending lingerie. The two collections are completely inspired by the Jaipur architecture and prints the amalgamation of the art to the piece of lingerie will be showcased (Figure 1).

Rustic Mastani Collection

The first collection will be more of the trending prints which are florals but the colours are eye soothing and extremely mesmerising it gives a fresh feels to ones vision and is comfortable active wear [3]. Designer active wear lingerie can create its own identity and will make one stand out in the crowd at Gym or Fitness Club. The floral royal touch of Jaipur culture will highly define the Rustic Mastani Collection (Figure 2).

Neela Darbar Collection

Introducing the second collection its blue shades and the touch of jaipur art over crockery mandala is been traced by me. The inspiration of this collection is an art of ancients with its own geometric beauty to stand out to ones vision. The collection represents Plus size model everyone deserves to feel beautiful and sexy in their own body, and lingerie that fits well is what everyone needs. The Neela Darbar



Figure 1: My Collection.

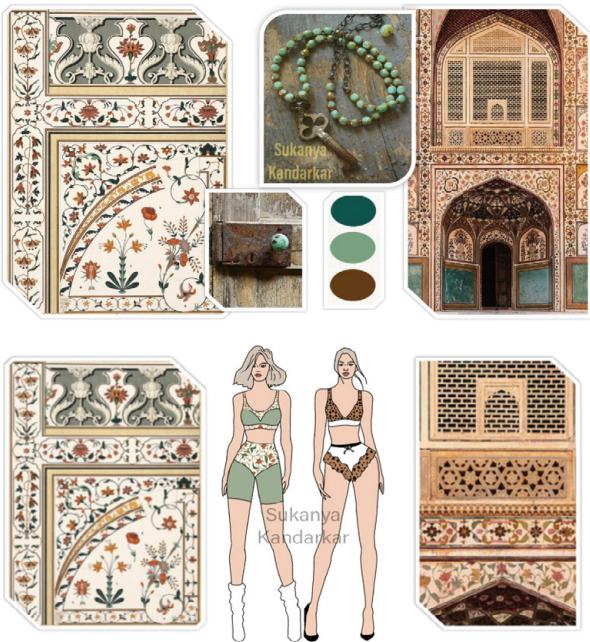


Figure 2: Rustic Mastani Collection.

collection is put up in the best possible way to create and hit the ancients of Jaipur beautifully (Figure 3).



Figure 3: Neela Darbar Collection.

Conclusion

The amalgamation of lingerie's with the prints, architecture and jeweler is the real twist to my collections of lingerie. First and foremost the field of lingerie has to treated like an important subject in fashion schools. It has to be taught as diligently as designers are taught to make dresses, pants, skirts, Indian wear etc. This would be a huge step towards removing the taboo that the words "lingerie", "bra" and "panty" hold in India.Lingerie today has become a brand and has quietly slipped into the extravagance bracket. Back then, selling lingerie for Rs 1,000 was a big task whereas now, consumers are ready to accept even Rs 1,500 as a price point. Increasing awareness about right quality and the importance of lingerie along with the western influence and the influx of more and more luxury brands has added to this people are creating fusion wear in the outer garments why not pulling it out to the innerwear (lingerie).The idea of the topic Lingerie – Secret styles amalgamated with pink city is inspired mainly on the color combinations and prints of Jaipur which are Hues of earthy tones, blue hues, combination of colors.

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