

# Design and Development of Clothing Inspired by Nature

## Abstract

Nature like trees, flowers, ocean, animals etc serves with wide variety of inspirations which can be used as source of ideas for fashion designing. Sometimes designers face lack of ideas then they move towards nature for inspiration. There are many designers who are currently working on the segment and have showcased their designs that were inspired by various natural elements. Natural elements not only serve as designing sources but there are so many innovations that were inspired by nature. The present study aims to design dresses that are inspired from natural world, here designing and development of dresses is the main objective.

**Keywords:** Nature, Clothing, Designs, Sketches, Fashion.

## Introduction

Fashion is all about appearance, and fashion designers always look for inspiration to get uniqueness in their creativity. Shapes, colour, textures and all other elements that inspire designers can be found in nature. Nature has attractive colours, shapes, textures, and patterns all around it. A fresh outlook on design can be attained by taking inspiration from nature. The versatility in nature inspires the designers to kindle their creativity in designing by including natural elements such as colour, shapes, textures, motifs etc. The most important part of getting natural inspiration is to pay more attention and incorporate the elements into the design aspect. The textures, colours of leaves, grass and water can be creatively used in fashion designing.

## Aim and Scope of the Study

The main aim of the present study was to create clothing designs by taking inspiration from nature and to examine the developed clothing in terms of acceptance by the target group.

## Review of Literature

Many ideas and materials of ornaments design derived from nature have been found from the ancient times to the present, for example, ornaments carried by the ancient Egyptian nobles were made from different natural things<sup>1</sup>. Plants and animals like snakes, insects, birds, flowers, etc have been commonly used for making ornaments by the ancient people<sup>2</sup>. Now fashion designers and clothing manufacturers are looking towards nature for developing "biomimetic clothes"<sup>3</sup>. In 1941 Velcro was invented by Swiss engineer George de Mestral which is one of the most publicized examples of modern bio-inspiration<sup>4</sup>. He was inspired by thistles, how they got caught in dog's tail and adhered to clothes. Fashion designers look for other garments, architectural buildings, art objects and natural phenomena to take inspiration for their designs. These sources of inspiration can help designers to create individual designs, such as shapes, textures and pattern motifs<sup>5</sup>. Now days this is very important to explore the connections between nature and fashion and how it can help in the design process. This study focuses on the application of natural elements in fashion and the history of applying those elements into fashion design. In this study some designs were created by taking inspirations or ideas from nature and a questionnaire was conducted to check acceptance of those designs by people.

## Experimental Methods and Materials

In this study different fabrics viz. textured knitted, cotton, net, velvet, organic cotton, wool, chiffon, georgette and wooden plies were used for developing the garments.

## Design and Development Process

The following process followed for designing and development of the garments.

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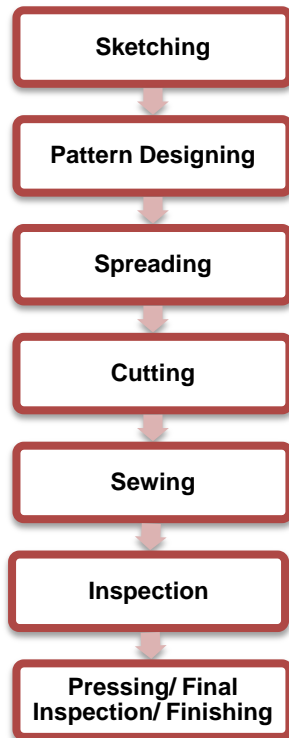
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**Acceptance of the Designs**

After development of all garments the next step was to observe perception of people about the dresses. For this a survey was conducted taking a population size of 100. Questions about relevance of inspiration to the design and attractiveness of the design were asked through the questionnaire to find that whether people want to wear the designs or not.

**Results and Discussions**



**Fig 1 Dress Inspired By Tree Trunk**



**Fig 2 Dress Inspired by Hydrangea Flower**

Fig 1, 2,3,4,5 and 6 shows the proposed designs or sketches with the pictures of inspirations that were used to take ideas for develop clothing. These figures also show the developed clothing that is constructed by taking inspiration by natural world. Figure 1 shows the dress inspired by the tree trunk. Dress is made by joining strips of knitted textured fabric to make the look of dress scaly like trunk of tree. Figure 2 shows the design of the dress that was made by organic cotton fabric to make the dress pleasing to skin just like flowers. Artificial flowers made of wool were attached to dress to make it look like hydrangea flowers. The upper bodice of the dress inspired from snow which is shown in Figure 3 was made with cotton balls as cotton resembles snow. Bottom part of the dress is made up of white net fabric having layers to show the layers of snow everywhere. Construction of spider web was considered to make the black dress shown in Figure 5. Black velvet fabric was used to make the spider web. The dress shown in Figure 5 was inspired from the king of reptiles snake. Wooden plies cut into diamond shape were selected to replicate scales of snake. Figure 6 shows the dress inspired from the clouds in the sky. The blue and white coloured georgette fabric used for the construction of dress truly reflects the colour of the cloudy sky.



**Fig 3 Dress Inspired By Snow**



**Fig 5 Dress Inspired By Snake**



**Fig 4 Dress Inspired By Spider Web**



**Fig 6 Dress Inspired by Clouds**

The results of the questionnaire are given in Figure 7 and 8. It is clear from Figure 7 that majority of population agrees that the dresses “exactly” matches with the inspiration while some says that dresses are “somewhat” similar to the inspiration and

very few says that dresses “maybe” matches with the inspiration. Dress shown in figure 2 which was inspired from hydrangea flower was found to be matching exactly with its inspiration by maximum no of people.

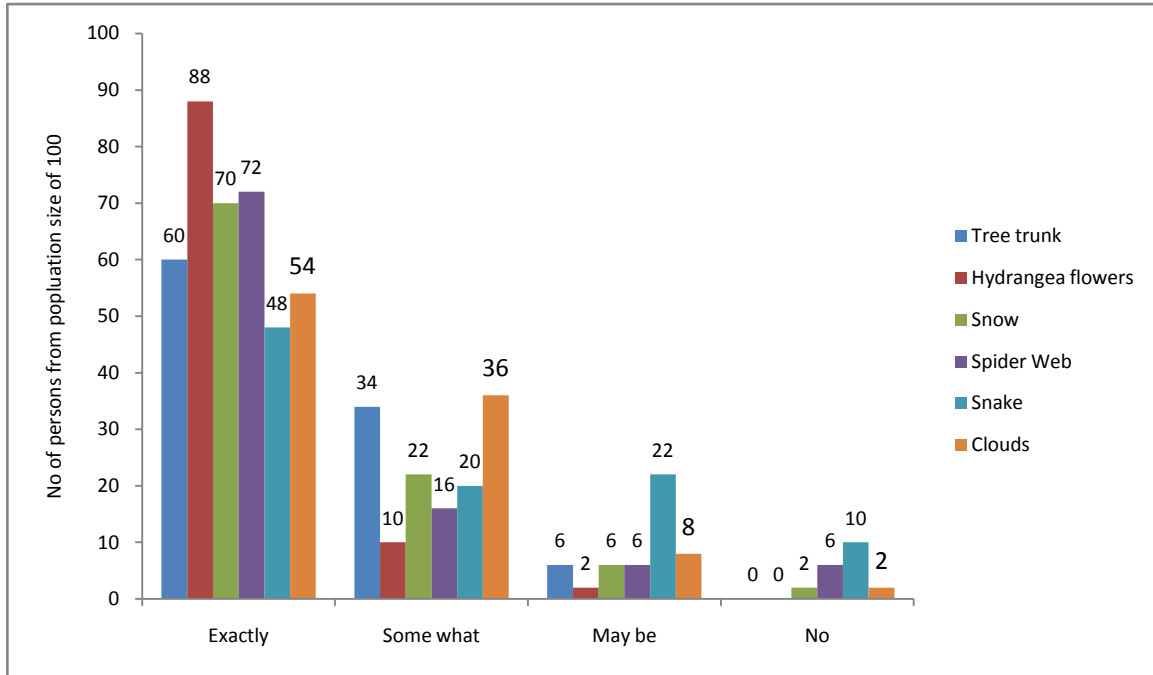


Fig 7 Similarity of the Dress with the Design

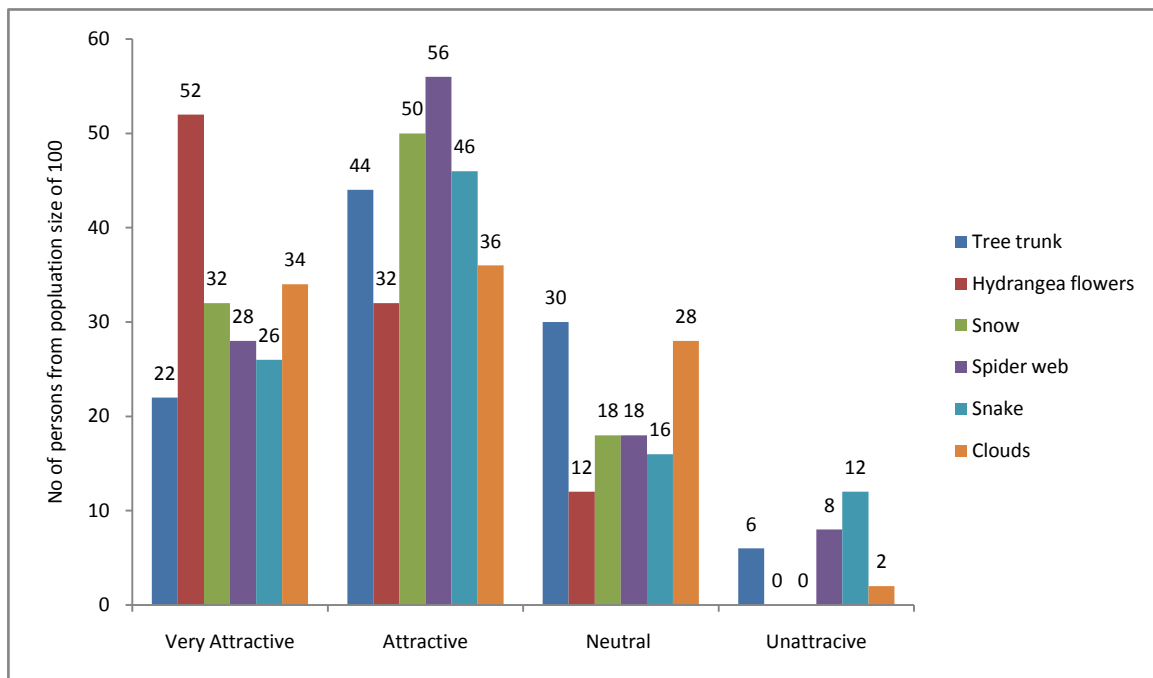


Fig 8 Attractiveness of the Dress and Its Design

It is clear from the Figure 8 that majority of population found the dresses are attractive and some found the dresses very attractive while some of them are neutral towards the design and very few found the dresses unattractive. The dress looking like hydrangea flower was found very attractive by majority of population. The dress inspired from spider web was found attractive by majority of population

while the dress which was found unattractive was inspired from snake. The majority of population says that they will prefer these dresses to wear on any occasion.

**Conclusion**

In this era people are losing connection with nature so in this study main focus was to build this connection back using clothing. Out of the vast

**P: ISSN NO.: 2394-0344**

**E: ISSN NO.: 2455-0817**

possibilities some elements from nature were selected for preparation of clothing which includes flowers, aquatic life, reptiles, sky, birds, animals etc. The study successfully demonstrated the perspective use of natural elements to design and develop clothing. The results show that almost all the designs match with the inspiration and are attractive. The results reported in this study shows that if we offer designs of clothing inspired from nature people find those dresses attractive and are ready to wear them as this makes them feel connected to nature.

#### **References**

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## ***Remarking***

**Vol-II \* Issue-VII\* December- 2015**

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