

Handloom and Design Challenge

Design is not just the art of making few lines, joining dots, scribbling; it is art combines with science considering the end consumer mindset with creative expression to any art and skill which will make a masterpiece. We see every part of life is designed whether it's textile, home decor, food, infrastructure, everywhere there is art whether created by nature or created by humans, all have its aesthetic presence. A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product, or process. The verb to design expresses the process of developing a design.

Design in the Textile and Apparel industry whether it's print design, surface design or weave design all are an integral part of the entire value chain. Design rules the entire industry. Fashion Design who makes garment pc with a vision of making some fabrics feel, touch, fall, drape, prints, embellishment, etc.; accordingly, fabric designer make the fabric, for making that kind of fabric, yarn manufacture work on twist, combine colors, combining fibers; fibers manufacture make more research and make fiber with for spinnability. From Retail / Fashion Designers to Fibres entire industry is connected, one value chain can't independently work. But, Still, our industry work in clusters, segregated without care of each value chain concerns or problems.

Handloom industry lost in all value chain; it is part of the value chain but considered separate due to mainstream industry is far more ahead by technology than handloom. Handloom is considered as Art fabrics made by an artisan. Artisans use traditional print, which is their identity and originality as per the geography they live in. Artisan fabric is recognized at the international level, due to lack of new design creativity and lack of information, they earn less as per what they deserve. The respect and value of art fabrics are given less importance as per what artisan deserves. With Design's helping hand we can make the handloom industry more vibrant.

We wish you Happy Handloom Day and Independence Day....!!!

JIGNA SHAH

EDITOR AND PUBLISHER

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