Abstract

The first step towards designing is carefully selecting a source. The source can be anything that triggers a thought process in the mind of the designer. Sometimes the inspiration comes from one’s city or country. Designers today are using local elements from their city or country to produce designs. In a society where cultural elements are not a profound part of the design culture, the way designers are bringing forth this idea of promoting local imagery is commendable. But what is the impact of this process? Are people’s perceptions of those elements changing after they appear on apparel? For instance, do people start viewing a mini bus from a different lens, maybe in an appreciative manner, after it is seen printed and embroidered on T shirts and kurtas by designers? Or is it that this concept is still a long way from changing the strongly-held perceptions of these elements?