ABSTRACT

Lungi is a traditional lower garment. It is derived from Indus valley civilization, thousands of years back. In Pakistan it is only worn in Sindh and Punjab, whereas in Bangladesh, U.A.E and Malysia lungi is worn as a national dress and the importance of lungi has remained the same.

This dissertation is titled as “Lungi”. Its main aim was to explore the importance of our heritage outfit, identify if any transformation or evolution of lungi were coming about and find whether the use of lungi will regain or it might disappear with the time.

In order to find out the real cause behind the neglection toward lungi over the shalwars and trousers, I started my research by interviewing the fashion designers. The content of dissertation is based on the interviews taken from fashion designers, then from survey and from people who wear lungis. The secondary research covered by the interviews and the information gathered from primary research was also put into place simultaneously.

The purpose was to extract information from present demand of lungi in Pakistan. And then determine the value of traditional garment in today’s fashion. A survey was held to compare the thoughts of people of different castes; class and status which helped me in suggesting ideas for reviving lungi and how lungi can come up as a modern garment in today’s market. It was found after the research that lungi has lost its demand in fashion and it has become a matter of choice only but there is a hope that it can come into fashion stream.