Do Pret’ Design Houses Represent Local Identity?

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Indus Valley School of Art and Architecture
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Abstract

The research focuses on the rising trend of prêt design houses and how it has affected our local identity. Where there used to be one local store, selling readymade clothes, now we have a hundred claiming to represent our identity. Through this research I wanted to analyze the factors which lead to a complete disassociation with local textiles and crafts.

In order to understand the larger picture of the subject I interviewed designers; Noorjehan Bilgrami, Sonya Battla, Daaman, to name a few. The one on one discussion with designers helped me in comprehending the situation in a much better way. It is true that prêt house designers are engaged in a constant battle of changing trends and stemming from that the immense competition.

According to the research most of the prêt house designers do not have a proper understanding of local textiles hence contemporizing has become all about westernizing.