ABSTRACT

As of recently, *ralli* has been quite popular in contemporary fashion. Everywhere we go, we see people wearing *ralli*-worked shirts and carrying ralli bags and see ralli home textiles all around us. Even *ajrak* as a local traditional craft has been seen quite a lot in the fashion industry and the contemporary market. These two being the age-old traditional crafts have been intervened and modified in various ways to meet the needs of the present-day market. Watching such crafts receive so much attention in the urban markets, it makes one wonder why something as beautiful *chunri* is still being worn and used in such a traditional way and has not been modernized to fit the needs of the contemporary market.