This dissertation explores the idea of the make do and mend campaign ran by the British government during the Second World War. It investigates the idea how this campaign taught people to recycle and how that can be implemented in our society but in instead of recycling clothes can be used to recycle our craft of embroideries. Due to the changing time this craft has lost it touch and this dissertation investigates that fact as to why that has happened and how can the old embroideries be used to help enhance the work being done today.

This research contains the analysis of the old and new embroideries and how they can be used together today. The literature show how important textiles are in our part of the world and tells us how important embroideries are in different aspects of life. This point made the idea of restoration of embroideries even more vital and a quantity of primary research had to be undertaken to determine whether it is feasible or not and whether there is a market of it or not.

This dissertation constantly questions the feasibility of implementing the make do and mend campaign in Pakistan, the economic, social and anthropological affects it might have on people restoring clothes of their loved ones. It questions whether it is indeed smart of reuse embroideries and whether it increases sentimental value of the garment for the owner? This research raises a lot of questions about practicality and viability of the embroideries or whether something else should be done to keep these embroideries alive. Are people willing to invest time and money in restoring and using this heritage or are will they be destroying it trying to restore it. Will we be losing out on a piece of history/culture/heritage if you let these embroidered pieces rot away in closed boxes?