

CROCHETING FOOTWEAR: AN EMERGING FASHION DESIGNING TECHNIQUE

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ABSTRACT

Fashion is a dynamic phenomenon which has always changed and evolved with time; irrespective of the fact whether it is a garment, cosmetics or jewelry. Modern consumption patterns have changed and evolved where consumers are keenly aware of fashion trends and information is easily accessible to consumers for all segments through different information channels. This has altered consumer's motivation behind their fashion consumption. Some use fashion as a means of presenting themselves to the society at large. What they wear is viewed as an amalgamation of the image of what they wish the world to see them. While some feel comfortable with the particular fashion and style, individuals have their own perception about style and fashion. Footwear is an integral part of fashion. It is often said that good clothes make a man perfect but one must always remember that good clothing is incomplete without proper footwear. The worldwide increasing demand for footwear has motivated the designing industry to lay a very strong foundation. A booming industry means that footwear designing is now emerging as a leading career option. Footwear designing is very demanding and is a very competitive profession. Candidates get an opportunity to showcase their creativity in the field of designing of footwear.

A fine shoe is an essential part of a fashionable dress. Crochet is continuing to feature in new shoe, sandal and even boot designs. A wide range of footwear is available which heavily feature crochet. The present study helps to the increasing the demand of crocheting footwear among female generation.

KEY WORDS: Crocheting footwear, emerging fashion designing technique, Modern consumption patterns.
