

Appendix I

Focused group Discussion

The frameworks for OFFline conversations on Essence of the Sari

1. The Indian sari has continued to be worn for more than 5000 years, please share the most iconic instance about the sari story for you.

Tradition Aesthetic appeal Comfort National Identity

2. Decoding of meaning conveyed by apparel to the observer will be helpful in understanding the needs that apparel fulfill. What is the purpose of wearing the sari from your domain point of view? Share one example about the sari explorations in your work life. (The panelist are requested to carry some examples of their work for sharing and enhancing audience engagements) Will be happy to assist you with student models or dressforms.

3. What needs to be done to the make the Indian sari relevant for changing lifestyles. Is it more difficult for young women to wear Saris in India today, what are the advantages of wearing the Sari?

Relationship status Profession Self Image Ethnic group

Maintenance, Finding a good blouse tailor, Difficulty in commuting in public transport, Ability to drape the sari

4. In the Post Modern era, the sari has found new meaning for the Indian women across geographic and socio-economic strata. Your reflections on the sari in today's India story (different Psychographic profiles)
5. The sari segment/industry is not a sunset industry. Will the Sari remain an integral part of wardrobe, despite the decrease in number of sari clad women in daily wear? The Indian sari as work formalwear will be more evident in comparison to the western suit. If yes then according to you describe what will it be like ?

YES/ NO

6. Will the sari continue to be a part of Indian women's bridal trousseau? If yes then according to you what will it be like ?

More Indian women will wear sari only for the festive & formal occasion and will evolve to become the western equivalent of an evening gown.

7. Innovation in the sari design has been helpful in reaching out to a larger population of women. Comment , “The Neo Sari” variants like “the Divided trouser sari”, "Sarini" (bikini sari), "Sarong sari", and "Gown sari" are an assault on Indian sartorial aesthetics. Or can they co –exist ? The Nivi style sari drape represents modernism, Post modern avatar of the sari will be more revealing; a celebration of the wearers body.

Semiotics of the Indian Sari

A Semiotic Study of the Indian Sari

1. Which is your city of residence?

2. What is your profession?

☐ Student ☐ Govt.Service ☐ Private Service ☐ Self employed ☐ Homemaker

3. What is your first name?

4. What is your age?

☐ 18 to 24 years ☐ 25 to 34 years ☐ 35 to 44 years ☐ 45 to 54 years ☐ 55 to 64 years ☐ 65 to 74 years
☐ 75 years or older

5. What is your industry sector ?

☐ Retail ☐ Hospitality ☐ IT/BPO ☐ Academics ☐ Financial services healthcare ☐ Entertainment ☐ Aviation
☐ Apparel/textile

6. What is your approximate average household income in Indian Rupees?

☐ Upto 3 lakhs ☐ 3- 6 lakhs ☐ 6- 9 lakhs ☐ 9- 12 lakhs ☐ 12- 15 lakhs ☐ more than 15 lakhs

7. What is the highest degree you have received?

☐ H.S.C. ☐ Graduate ☐ Post Graduate ☐ Ph.D ☐ PG.Diploma ☐ any other.

8. Please confirm your Relationship Status.

☐ Unmarried ☐ Married ☐ Divorced ☐ Widow ☐ Live-in relationship ☐ any other

9. Do you wear saris ?

☐ Yes ☐ No

10. What is the purpose of wearing the sari?

- ☐ Social acceptance ☐ Modesty ☐ Ornamentation ☐ Comfort
☐ any other

11. At what age did you start wearing Saris ? mention age here in years









- ☐ Before20 ☐ 21-24 ☐ 25-28 ☐ 29-32 ☐ 33-36 ☐ 37-40 ☐ after 40 year

12. What was the occasion and reason to wear it for the first time?

- ☐ Farewell party ☐ Wedding of Family or Friend ☐ Own wedding ☐ Work ☐ Any other.

Reason :





13. From where do you source/buy your saris? Please rank them according to your preference from 1-8 ?

	<input type="text"/>	1. Borrow from other wardrobes,
	<input type="text"/>	2. Local Sari showrooms,
	<input type="text"/>	3. Chain retail showrooms,
	<input type="text"/>	4. Designers,
	<input type="text"/>	5. Door to door salesmen,
	<input type="text"/>	6. Online shopping ,
	<input type="text"/>	7. TV shopping
	<input type="text"/>	8. Exhibitions and fairs

14. Where do you get information from to buy Saris?

- ☐ Magazines ☐ Television ☐ Newspapers ☐ Internet ☐ Word of Mouth
☐ Any other.

15. What factors influence your choice of sari? Please rank them according to the level of influence from 1-4 ?

	<input type="text"/>	a. Fashion trends,
	<input type="text"/>	b. Budget,
	<input type="text"/>	c. Recommendation by Family or Friend,
	<input type="text"/>	d. Media Celebrity endorsement

16. Why do you think the Indian sari has continued to be worn for more than 5000 years?

☐ Tradition ☐ Aesthetic appeal ☐ Comfort ☐ National Identity

☐ any other






17. Would Indian women be been able to maintain their identity without the sari?

☐ YES ☐ No ☐ May be

18. Please choose one option to indicate how important is it for you to be accepted in the Indian sari? (1 being least important and 5 being most important)

1 - least important 3- neutral 5 -most important

19. What are the advantages of wearing the Indian Sari? Rank the parameters from 1-5.

	<input type="text"/>	a. Individual style expression
	<input type="text"/>	b. Allows to flaunt body curves
	<input type="text"/>	c. Social acceptance
	<input type="text"/>	d. Same sari can be worn even when the body size changes.
	<input type="text"/>	e. Versatile garment –day to evening

20. In your opinion which all of the following categories and numbers in repeats of 5 to cover all the requirements of Saris for an individual.

A. Exclusive designer saris	<input type="text"/>
B. Traditional saris	<input type="text"/>
C. Daily wear sari	<input type="text"/>
D. Bridal sari	<input type="text"/>
E. Fancy Partywear sari	<input type="text"/>
F. Workwear sari	<input type="text"/>

21. Which of the factors about changing lifestyle of Indian woman have a relationship with sari she will wear?

☐ Lifestyle factors ☐ Relationship status ☐ Self Image

☐ Ethnic group

Other (please specify)

22. Being a contemporary Indian woman, have you faced any difficulties with wearing the Indian sari? Rank the parameters from 1-5.

<input type="text"/>	1. Difficulty in Maintenance,	<input type="checkbox"/> N/A
<input type="text"/>	2. Difficulty in finding a good matching blouse ,	<input type="checkbox"/> N/A
<input type="text"/>	3. Difficulty in finding a good sari-blouse tailor,	<input type="checkbox"/> N/A
<input type="text"/>	4. Difficulty in commuting in public transport.	<input type="checkbox"/> N/A
<input type="text"/>	5. Difficult to drape the sari	<input type="checkbox"/> N/A

23. In your opinion, will the number of wearers of saris reduce in the coming years?

☐ Yes ☐ No

24. If Yes , will the Sari remain an integral part of wardrobe?

☐ Yes ☐ No

If yes then briefly describe what will it be like ?

25. Will the sari continue to be a part of Indian women's bridal trousseau?

☐ Yes ☐ No ☐ Maybe

If yes then according to you what will it be like ?Other (please specify)

26. Is it more difficult for young women to wear Saris in India today? Please provide as many reasons as you can think of .

☐ Yes ☐ No ☐ Maybe

Reasons

27. Choose only one option to Comment , "The Neo Sari" variants like "the Divided trouser sari", "Sarini" (bikini sari), "Sarong sari", and "Gown sari" are an assault on Indian sartorial aesthetics. Totally disagree -1 and Totally Agree-5

1 -Totally disagree

3 - Neutral

5 totally agree

☐

Sari preferences for the Lower income group feedback

Thank you for helping in conducting our study survey. We hope you can share as much information to help us understand the LIG respondents sari preferences. Please fill this quick survey and let us know their thoughts (answers will be anonymous).

* Required

1. Profession *

Mark only one oval.

- ☐ Domestic Help full time
- ☐ Domestic Help part time
- ☐ Housekeeping staff
- ☐ Salesgirl
- ☐ Working in beauty parlor
- ☐ Other: _____

2. Age *

Mark only one oval.

- ☐ Below 18 years
- ☐ 18-24 years
- ☐ 25- 34 year
- ☐ 35-44 years
- ☐ 45- 54 years
- ☐ 55 -64 years
- ☐ Other: _____

3. Please confirm your Relationship Status *

Mark only one oval.

- ☐ Unmarried
- ☐ Married
- ☐ Divorced
- ☐ Widowed
- ☐ Live- in relationship
- ☐ Other: _____

4. How often do you wear sari? *

Mark only one oval.

- ☐ Everyday
- ☐ Once a week
- ☐ Couple of days a month
- ☐ Only on festivals and weddings

5. Why do you wear sari ? *

Mark only one oval.

- ☐ Social acceptance
- ☐ Modesty
- ☐ Ornamentation
- ☐ Comfort
- ☐ any other

6. Do you prefer wearing a sari to work? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

7. Explain your reasons *

Mark only one oval.

- ☐ Very comfortable
- ☐ Work Uniform other than the sari
- ☐ Difficult to work in sari
- ☐ Sari is very expensive
- ☐ Sari Not as fashionable and comfortable as the salwar kameez
- ☐ It suits my family tradition
- ☐ Other: _____

8. How many saris do you have for each activity?

Mark only one oval per row.

	1-3	4-6	More than 6	None
Daily wear at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dailywear at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weddings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parties/Special occasion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. What kind of saris do you prefer for each activity?

Mark only one oval per row.

	Simple cotton sari	Synthetic sari	Light weight shiny sari with zari embroidery	Heavy silk with zari embroidery
Daily wear at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dailywear at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weddings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parties/Special occasion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1.Simple cotton Sari



2. Synthetic printed sari



3. Light weight shiny sari with zari embroidery



4. Heavy Silk sari with Zari



10. How satisfied were you with the saris that are gifted to you , By the following people. *

1 = Very satisfied 5 = Very dissatisfied

Mark only one oval per row.

	1	2	3	4	5	N/A
Boss/employer during festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Husband	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-laws	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
During wedding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Additional feedback on used saris which are passed down *

12. Which factors are relevant to your choice of sari ? *

Mark only one oval per row.

	Not relevant	Relevant	Very relevant
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film actress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television actress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friend or family members choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements on TV/newspaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. From where do you source/buy your saris? Please rank them according to your preference from 1-8 ? *

Mark only one oval per row.

	1	2	3	4	5	6	7	8
Borrowed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shops /market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Malls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street vendors /Door to door salesman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secondhand/ resale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exhibition/fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. How satisfied were you with your sari collection? *

Mark only one oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most satisfied

15. Name (optional)

APPENDIX IV

Sari survey with the Men

Thank you for expressing your views on the sari.

Please fill this quick survey and let us know your thoughts (answers will be anonymous). * **Required**

1. Profession *

Mark only one oval.

- ☐ Designer
- ☐ Businessman
- ☐ Manger
- ☐ Enthusiast

2. Age *

Mark only one oval.

- ☐ Below 18 years
- ☐ 18-24 years
- ☐ 25- 34 year
- ☐ 35-44 years
- ☐ 45- 54 years
- ☐ 55 -64 years
- ☐ Other: _____

3. Please confirm your Relationship Status *

Mark only one oval.

- ☐ Unmarried
- ☐ Married
- ☐ Divorced
- ☐ Widower
- ☐ Live- in relationship
- ☐ Other: _____

4. Do you think the Indian women will continue to wear sari? *

Mark only one oval.

- ☐ No they will discontinue
- ☐ Everyday
- ☐ Once a week
- ☐ Couple of days a month
- ☐ Only on festivals and weddings
- ☐ Other: _____

5. Why do you think the Indian sari has continued to be worn for more than 5000 years? *

Mark only one oval.

- ☐ Tradition
- ☐ Aesthetic appeal
- ☐ Comfort
- ☐ National Identity
- ☐ Any other

6. Why do women wear sari? *

Mark only one oval.

- ☐ Social acceptance
- ☐ Modesty
- ☐ Ornamentation
- ☐ Comfort
- ☐ any other

7. Do men prefer women wearing a sari to work? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

8. Explain your reasons *

Mark only one oval.

- ☐ Very comfortable for the wearer
- ☐ Work Uniform other than the sari
- ☐ Difficult to work in sari
- ☐ Sari is very expensive
- ☐ Sari not a fashionable and comfortable
- ☐ It suits Indian tradition
- ☐ It is a very graceful draped garment
- ☐ It is very sensuous drape
- ☐ Other: _____

9. Additional feedback on whether you think women in saris look more appealing or powerful or graceful. *

10. What kind of saris do you recommend for each activity? *

Mark only one oval per row.

	Handloom look	Formal pleated pallu sari	Bollywood kitsch	Neo sari	Chiffon Elegance	Regal Flamboyance	Column 7
Daily wear at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dailywear at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weddings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parties/Special occasion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. What kind of saris do you think will continue to be worn most ? *

Check all that apply.

- ☐ Handloom look
- ☐ Formal pleated pallu sari
- ☐ Bollywood kitsch
- ☐ Neo sari
- ☐ Chiffon Elegance
- ☐ Regal Flamboyance
- ☐

1 Handloom look



2 Formal pleated pallu sari



3. Bollywood kitsch



4 Neo sari



5. Chiffon Elegance



6.Regal flamboyance



12. Do you buy saris as gifts for any of the following women? What is their response to your sari gifts *

Mark only one oval per row.

	Yes	No	Very happy response	Surprised	Disappointed	N/A
Mother	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sister	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. : What factors influence your choice of sari? Please rank them according to the level of influence from 1-4? *

Mark only one oval per row.

	1	2	3	4
Budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media celebrity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion trend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendation by Friend or family member's choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. From where do you source/buy your saris? Please rank them according to your preference from 1-8? *

Mark only one oval per row.

	1	2	3	4	5	6	7	8
Borrowed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local shops /market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Malls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street vendors /Door to door salesman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secondhand/ resale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exhibition/fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How satisfied were you with your sari collection? *

Mark only one oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most satisfied

16. Name (optional)

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