

List of Plates

Plate no.	Title	Page No.
Plate 2.1	Anju Mudgal Kadam and Ally Matthan #100SareePact	18
Plate 2.2	Black and white photo street photo 19 th century	22
Plate 2.3	Elite lady in choli and handloom sari 19 th century, traditional costume	22
Plate 2.4	Elite lady in Blouse and mill made sari 19 th century, colonial influence.	22
Plate 2.5	Instagram screen shot for sari #sareenotsorry	46
Plate 2.6	The sari deconstructed by Shilpa Chavan	50
Plate 2.7	Mini Mathur in a Masaba Gupta Sari	51
Plate 2.8	For her second Cannes appearance Vidya Balan wore a simple white sari with a black channel bag	51
Plate 3.1	Research design infographic	66
Plate 3.2	Invite for Essence of the Sari- Focused group discussion.	71
Plate 3.3	Photograph of the panelist for focused group discussion.	75
Plate 4.1	Focused group discussion with Expert Panelist	87
Plate 4. 2	Age groups	131
Plate 4. 3	Indian Textile Heritage	132
Plate 4.4	Immersive semiotic communication	133
Plate 4.5	Sari wearing for first time and commercial interpretation	134
Plate 4.6	Media and advertisements	135
Plate 4.7	Influencers in Media	136
Plate 4.8	Man in Sari	137
Plate 4.9	Bollywood - Hindi cinema interpretation and influence	138
Plate 4.10	Mother figures in Hindi cinema	139
Plate 4.11	Celebrity influencers	140
Plate 4.12	Indian fashion system presentation formats	140
Plate 4.13	Neo-sari interpretations	141
Plate 4.14	Bloggers and stylists as influencers	142
Plate 4.15	Sari Shopping	143
Plate 4.16	Wedding ceremonies	144
Plate 4.17	Inter-caste marriages	145
Plate 4.18	<i>Pooja</i> and Pilgrimage or <i>yatra</i>	147
Plate 4.19	Festivals	148
Plate 4.20	Professional roles	149
Plate 4.21	Uniforms and dress code	149

Plate 4.22	Women doing manual work draped in practical sari	150
Plate 4.23	Urban middle class working women	151
Plate 4.24	Urban home makers	152

List of Graphs

Graph no.	Title	Page No.
4.1	Distribution of the profession of the middle and upper middle class women.	96
4.2	Age range of middle and upper middle class women.	96
4.3	Distribution of industry Sector of middle and upper middle class women.	97
4.4	Distribution Annual household income of middle and upper middle class women.	97
4.5	Education level of middle and upper middle class women.	98
4.6	Marital status of middle and upper middle class women.	98
4.7	Preference for wearing sari by middle and upper middle class women.	99
4.8	Purpose of wearing sari by middle and upper middle class women.	99
4.9	Age of wearing sari for the first time by middle and upper middle class women.	100
4.10	Occasion and reason to wear sari for the first time by middle and upper middle class women.	100
4.11	Sari buying behavior of middle and upper middle class women.	101
4.12	Information sources for sari buying for middle and upper middle class women.	102
4.13	Factors influencing sari choice for middle and upper middle class women	102
4.14	Middle and upper middle class women respondents' reasons for continuation of Indian sari being worn for almost 5000 years.	103
4.15	Middle and upper middle class women respondents' response to Indian women maintaining their identity without the sari.	103
4.16	Advantages of wearing the sari for middle and upper middle class women respondents.	104
4.17) a.	Middle and upper middle class women respondents' preferred number of saris for each category to cover all the requirements of the sari for an individual.	105
4.17) b.	Instances of middle and upper middle class women	105

	respondents giving no preference for at least one sari category.	
4.18	Relationship between the sari and factors of lifestyle change for middle and upper middle class women respondents.	106
4.19	Difficulties in wearing the sari for middle and upper middle class women respondents.	107
4.20) a,	Middle and upper middle class women respondents' response to reduction in the number of sari wearers in the coming years.	108
4.20) b.	Middle and upper middle class women respondents' response to sari remaining an integral part of the wardrobe.	108
4.21	Middle and upper middle class women respondents' response to sari continuing to be a part of Indian women's bridal trousseau.	108
4.22	Middle and upper middle class women respondents' response towards difficulty for young women to wear Saris in India today.	109
4.23	Middle and upper middle class women respondents' response to "The Neo Sari" variants like "the Divided trouser sari", "Sarini" (bikini sari), "Sarong sari", and "Gown sari" are an assault on Indian sartorial aesthetics.	109
4.24	Profession distribution of lower income group women respondents.	110
4.25	Age distribution of lower income group women respondents.	110
4.26	Marital status distribution of lower income group women respondents.	111
4.27	Frequency of sari worn by lower income group women respondents.	111
4.28	Reasons for wearing sari by lower income group women respondents.	112
4.29) a.	Preference of wearing sari to work by lower income group women respondents.	112
4.29) b.	Reasons for preference of wearing sari to work by lower income group women respondents.	113
4.30	Preferred number of saris for each activity by lower income group women respondents.	114
4.31	Preferred number of sari type for each activity by lower income group women respondents.	115
4.32	Satisfaction level with the sari gifts received by lower income group women respondents from various people in their lives.	116
4.33	Factors affecting choice of saris for lower income group women respondents.	117
4.34	Sari buying behavior of lower income group women respondents.	118

4.35	Lower income group women respondents' satisfaction level with their sari collection.	118
4.36	Distribution of profession of men respondents.	119
4.37	Age range of men respondents.	119
4.38	Marital status of men respondents.	120
4.39	Opinion of men regarding Indian women continuing to wearing the sari.	120
4.40	Men respondents' reasons for continuation of Indian sari being worn for almost 5000 years.	121
4.41	Reason attributed by men respondents for women continuing wearing the sari.	121
4.42	Explanations for reason attributed by men respondents for women continuing wearing the sari.	122
4.43	Sari recommendations by men for each activity.	123
4.44	Sari buying and gifting habits of men and response they received from women who were recipients of the gift.	124
4.45	Factors influencing men's choice of sari.	125
4.46	Satisfaction level of men with the sari collection of women in their life.	125
4.47	Distribution of sari buying behavior / sourcing of men respondents.	126

List of Models

Model no.	Title	Page No.
4. 1	Sari Connotation and Denotation Model	160
4.2	Communication of Sari in context of society and culture	163
4.3	Trend mapping for type of sari for various looks	187
4.4	Model for Indian Fashion System Everyday wear and Occasion wear	193- 194
4.5	Discussion about advantages in wearing sari	195
4.6	Discussion about difficulty in wearing sari	196