

Amalgamation and reflection of British culture on Indian clothing: A comparative study

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Abstract

Clothing and living style of people has always been a blend of vivid culture. A dress reflects culture of a particular place and people, in context to this the paper explores connection between British and Indian clothing. An attempt was made in this study to compare the basic head to toe attire of two uncongenial cultures, their beliefs and practices that reformed and shaped Indian clothing. In this paper the process of amalgamation and reflection of vivid culture representing particular time in context to cultural exchange is explained by using proposed model. The paper endeavors to examine dressing culture poles apart and finds their impact on Indian clothing

Research problem

Fashion and costume designers primarily credits *Mughals*, *Marathas* and *Rajputs* costumes and other specific era that shaped Indian clothing. Literatures on the history of fashion generally turn the pages of Vedic period, *Mangols*, *Marathas*, *Mughals*, *Rajputs* and suddenly jump into 1900s fashion. The literary composition on the history of Indian fashion do not talk about the reflection of British clothing culture on Indian clothing culture. Despite of being relevant in shaping the Indian costumes, the reflection of British clothing on Indian costumes is an unexplored path in the journey fashion history.

Aim and objective

- To compare the head to toe basic attire of British male garment to Indian male garment.
- To compare the head to toe attire of British female garment to Indian female garment.
- To analyze the differences between British and Indian clothing cultures and their beliefs.
- To understand the amalgamation and reflection of cultures on fashion sensibility.

Materials and methods

Multiple method approach were being followed to study and review the topic. Comparison and analysis were done on the basis of following references given below:

- Visual references (study of paintings, photographs).
- Literary references (study of books, letters, traveler's account).
- Object references (clothing, costumes and textiles).

Result and discussion

An attempt was made through this comparative study to fill gap of British era in the history of fashion. A comparison of British and Indian dress in general with their beliefs to dress draw a close connection between these two vivid cultures. Despite having a contrast beliefs in culture Indian garments can be seen having westernized elements that has now been an unseparatable part of Indian clothing. It was also found in the

study that two culture always blend and reflect on each other to form a new culture that represents current time.

Conclusion

History of fashion plays vital role to understand design concepts and reason behind any clothing style. It is a pool of inspiration to the exuberant designers who dip and dive in fashion history to get inspire and come up with new design concepts. Britons did not merely left enormous impact on Indian economy and politics but also to the living style of people that clearly reflects on Indian clothing that can be seen visiting past.