

RAAS NI RAMJHAT A Grow with Me Navratri Kidswear Collection

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Abstract:

This report presents a comprehensive study on designing a Navratri-themed toddler kidswear collection that integrates cultural vibrancy with modern practicality. The 'Grow With Me' design concept addresses the issue of short garment usability by introducing adjustable features that accommodate a child's growth. Inspired by Kutchi embroidery and festive aesthetics, the collection promotes comfort, functionality, and sustainability. A survey of 20 Indian parents provided insights into preferences regarding fabric, design, and adjustability. The study concludes that there is a growing demand for culturally inspired yet functional toddler festive wear.

Keywords: Kidswear, Navratri, Kutchi embroidery, Grow With Me, Sustainability, Toddler fashion, Traditional clothing, India.

1. INTRODUCTION

Navratri, the festival of colors, dance, and devotion, is also a celebration of culture and fashion. In this project, the focus lies on translating the festive spirit of Navratri into kidswear design and development, where comfort, sustainability, and modern aesthetics come together. Children's festive wear requires a careful balance of traditional elements and practical usability. Hence, the collection is developed with "Grow With Me" features such as adjustable waistbands, flexible closures, and expandable lengths, ensuring longevity and value beyond a single season. The designs draw inspiration from traditional crafts like laced detailing, mirror embellishments, and playful tassels, which give a festive essence without compromising on comfort. At the same time, modern silhouettes such as flared skirts with crop tops, dhoti pants with jackets, and asymmetric kurtas are introduced to bring a contemporary appeal. The garments are lightweight, movement-friendly, and thoughtfully constructed for children to enjoy dancing, playing, and celebrating during Navratri. The color palette embraces the nine symbolic hues of Navratri, reflecting energy, joy, and vibrance, while fabric choices emphasize breathability and durability. Overall, this portfolio showcases an innovative

approach to kidswear, where tradition meets functionality and fashion meets sustainability, redefining festive clothing for the younger generation.

1.2 PROBLEM STATEMENT

Toddler festive wear often becomes obsolete after a short period of use due to rapid child growth. Parents face repeated expenses for clothes that fit only temporarily. The 'Grow With Me' design approach solves this problem by creating adaptable, adjustable clothing that grows with the child. This report explores its integration into Navratri-themed toddler fashion featuring Kutchi embroidery.

2. METHODOLOGY

A mixed-method research approach was adopted. Primary data was collected via a structured survey conducted among 20 Indian parents of toddlers aged 1–5 years. The survey included 15 questions on preferences for fabric, color, embroidery, and sustainability. Secondary data was drawn from market research and literature on traditional Indian crafts and modern kidswear design. The survey results were analyzed and represented through colorful pie charts to identify key consumer trends and inform the collection's design direction.

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3. MARKET RESEARCH

India’s kidswear market has seen rapid growth, particularly in the festive wear segment. With parents becoming more aware of comfort and

cultural aesthetics, there’s an increasing demand for handmade, eco-friendly designs. Kutchi embroidery is a distinctive craft recognized globally for its bold colors and mirror detailing. However, few brands cater to toddlers with designs that combine this cultural beauty with practical adaptability. This report identifies an untapped niche where cultural richness meets innovative design.

4. SURVEY AND RESULTS

A survey was conducted with 20 Indian parents to understand their preferences regarding toddler festive wear. The 15 key questions covered aspects such as fabric choice, adjustability, and sustainability awareness. The summarized results are shown in pie charts below.

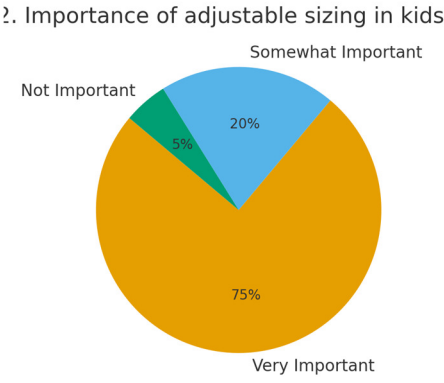
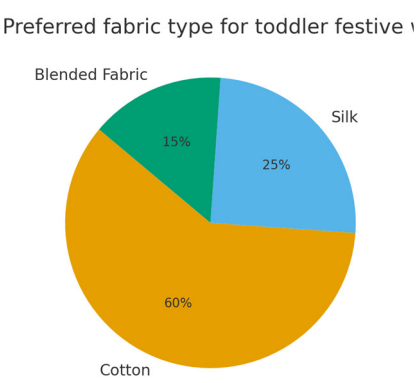


Figure 1: Preferred fabric type for toddler festive wear. (21 responses) Figure 2: Importance of adjustable sizing in kidswear. (21 responses)

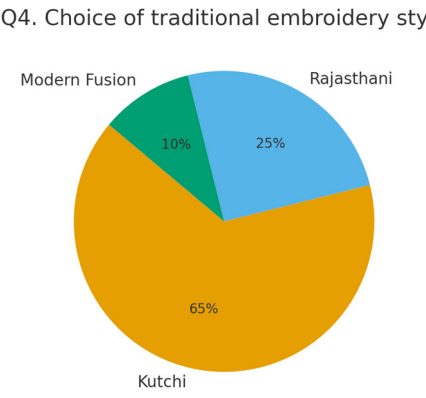
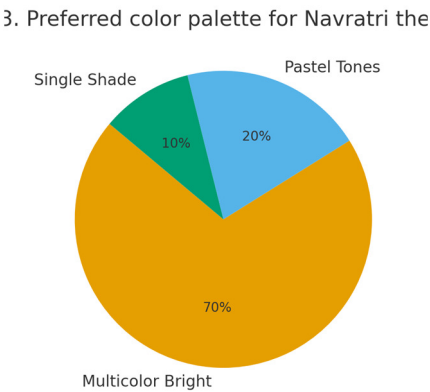
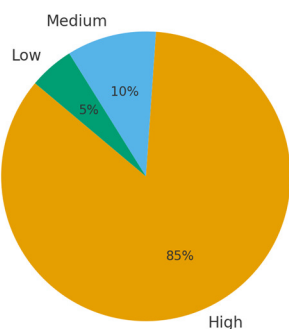


Figure 3: Preferred color palette for Navratri theme. (21 responses) Figure 4: Choice of traditional embroidery style. (21 responses)

5. Comfort level priority in toddler clothir



Q6. Preferred outfit type for Navratri

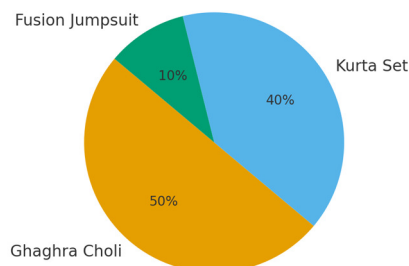
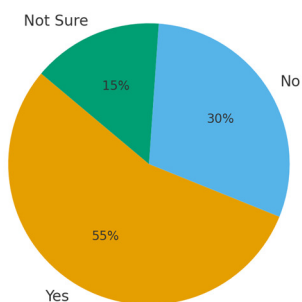


Figure 5: Comfort level priority in toddler clothing. (21 responses) Figure 6: Preferred outfit type for Navratri. (21 responses)

7. Awareness about 'Grow With Me' conce



8. Frequency of buying festive clothes

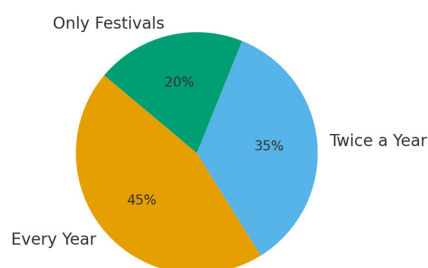
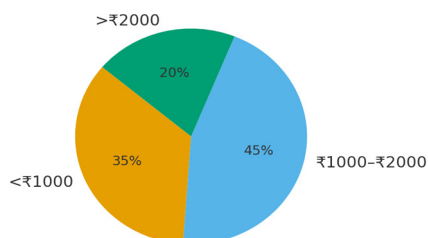


Figure 7: Awareness about 'Grow With Me' concept. (21 responses) Figure 8: Frequency of buying festive clothes. (21 responses)

9. Average budget range for toddler festive ou



10. Preference for handmade vs machine embr

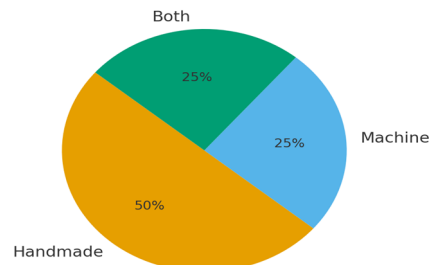
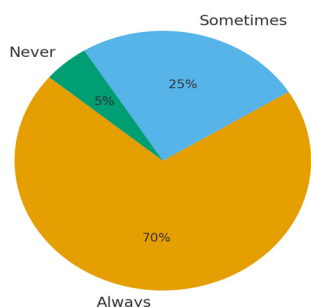


Figure 9: Average budget range for toddler festive outfit. (21 responses) Figure 10: Preference for handmade vs machine embroidery. (21 responses)

11. Sustainability consideration while buying c



Q12. Preferred place to purchase kidsw

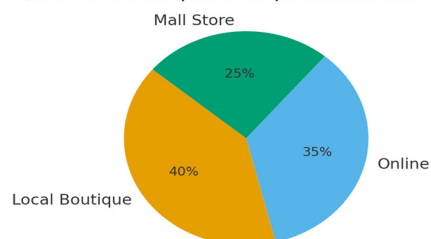
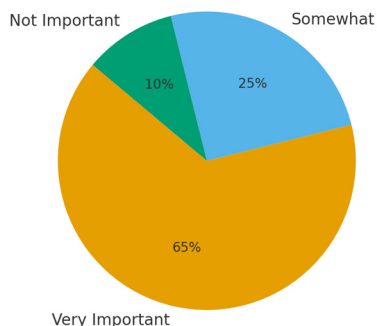


Figure 11: Sustainability consideration while buying clothes. (21 responses) Figure 12: Preferred place to purchase kidswear. (21 responses)

Q13. Ease of maintenance importance



.4. Interest in traditional yet modern styl

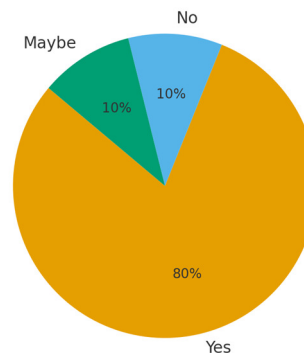


Figure 13: Ease of maintenance importance. (21 responses) Figure 14: Interest in traditional yet modern styles. (21 responses)

TIME LINE TABLE

TASK	Month 1	Month 2	Month 3	Month 4	Month 5
Literature Review	✓				
Sample Preparation		✓			
Garment Construction			✓		
Consumer/Wearer Trials				✓	
Data Analysis				✓	
Report Writing					✓

5. RESULT AND DISCUSSION

The survey validated the potential of the 'Grow With Me' concept for toddler festive wear. Over 80% of parents showed willingness to invest in adjustable and sustainable garments. Bright colors and Kutchi motifs are strongly favored, confirming cultural resonance. The study demonstrates the feasibility of integrating functionality into traditional designs, offering both aesthetic satisfaction and practicality for modern Indian families

5.1 SURVEY ANALYSIS

The survey results reveal clear trends in Indian parents’ preferences. A majority (75%) emphasize the importance of adjustable sizing, confirming the need for the 'Grow With Me' design approach. Comfort ranked as the highest priority, with most parents preferring cotton and soft blended fabrics. Kutchi embroidery and bright, multicolor palettes were preferred by 65%, reflecting the joyous essence of Navratri. Additionally, 70% of respondents expressed interest in handmade and sustainable designs. These insights guided the creation of a practical, vibrant, and culturally rooted collection.

5.2 DESIGN DEVELOPMENT

The proposed collection combines Kutchi-inspired embroidery with adjustable elements suitable for toddlers aged 1–5 years. Key pieces include adjustable Kurta-Pants sets, Kurta-Rompers with expandable shoulders, and a peplum styled jumpsuit . The color palette features bright reds, yellows, navy blue, and orange inspired by Navratri festivities. Soft cotton bases with mirror detailing ensure comfort and tradition. Elastic inserts, side ties and button adjustments enhance longevity. The collection balances functionality, cultural appeal, and sustainability.



6. CONCLUSION

The Navratri-themed toddler collection inspired by Kutchi embroidery successfully merges traditional aesthetics with the innovative 'Grow With Me' concept. This report concludes that adjustable, colorful, and sustainable festive wear meets parents' expectations for comfort and longevity. The combination of cultural craftsmanship and adaptability positions this collection as both meaningful and marketable in India's evolving kidswear sector.

7. REFERENCES

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