

"Colour taboos for clothing in Pakistani families"

Ilyas.H, Hussain.G (2009)
Department of Clothing & Textiles
RLAK Govt. College of Home Economics
huriya@hotmail.co.uk

ABSTRACT

Colour is an essential element of our lives, as is known by all. However, the way we perceive certain colours and their effects, may influence us differently, according to the taboos we associate them with. A colour may be of affirmative significance in the Western cultures, whereas in the East, it may cause negation. This paper deals with the colour taboos that are with held by Pakistani families, and will give an insight into how people of this region of the Subcontinent follow these taboos in their clothing practices. An analysis of the extent to which the people follow colour taboos in clothing, and their justification for doing so, are additionally elaborated. Questionnaires were distributed to the mothers of 100 M.Sc. students of RLAK Govt. College of Home Economics. This study describes that, most Pakistani families follow colour taboos to some extent.

KEY WORDS: colour, taboos, clothing, Pakistani families.

CONCLUSION

Taboos of colour are based on ancient cultural feudalism. While in Pakistan, symbolism of colour is more direct. By doing this research paper I conclude that, most of the Pakistani families follow colour taboos to some extent. However, small number of Pakistani families does not follow colour taboos and consider it as an old concept.