

Name of student: Mariam Mujtaba
Name of Advisor: Mrs. Fauzia Riaz
Department: Clothing and Textile

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ABSTRACT

TITLE:

Survey on the latest trends of curtain fabrics from the selected areas of Karachi.

OBJECTIVES:

1. To acquire knowledge about the most preferable fabric, color, design and style currently use by the customers.
2. To know about the most favorable fabric (local and imported) among the customers.

METHODOLOGY:

This research was conducted in three different areas of Karachi, which includes Nursery, Haidery and Hassan Square. In order to gain required data, ten shops from each area were selected. Questionnaire-cum-interview method was applied to collect the information. A pilot study had been carried out in three shops to sort out the mistakes. The data entry was done on EPI data program and analyzed on SPSS.

RESULTS:

Result of the study shows that:

1. The customers prefer jacquard for curtain fabrics and they prefer decorative fabrics in which self-design fabrics are in fashion.
2. Customers select color according to the color of other furnishings. Mostly they prefer light color scheme for curtain fabrics.
3. Most of the customers demanded floral designs of curtain fabrics.
4. Style of pelmet for drawing/living room and ring curtains for bedrooms is in current demand.
5. Majority of the customers prefer imported curtain fabrics.