



Special Issue of First International Conference on Advancements in Research and Development  
**Maternity Wear Solution for Rural and Urban Area Women**

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**Abstract**

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*Maternity wear is a garment, specifically designed for the pregnant woman. It should have enough space to accommodate all bodily changes throughout pregnancy period. It must nurture both, the mother and the baby [1]. It should be useful in first trimester to last trimester period. At the same time it must enhance the beauty of the mother. This can be obtained by applying technical skills such as designing, drafting, cutting and construction of a garment. This research is an attempt to develop an adaptive and caring maternity garment. The research methodology includes home visit and visit at maternity hospital to know existing problems of expectations of the pregnant women. This input's given by them will help in developing a comfortable maternity wear. Women's being aesthetically conscious, the garments will definitely help them to further glorify them self. During pregnancy, female body undergoes lot of physical changes, especially on the bust and the hip. There is also a gradual growth of the biceps and thighs [2]. To address these needs, women tend to buy oversized garments, which do not provide the proper horizontal and vertical fittings [3]. These garments won't satiate all the required needs. Hence, this research is intended to solve the above mentioned issues. A special emphasis has been given to the rural and semi-urban female population.*

**Keywords:** *Pregnancy, maternity dress, shape, loose garments, comfort, satisfaction.*

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**1. Introduction:**

In recent years the rural or suburban area has been change and that is the effect of digital revolution and globalization. Simultaneously the social status of women's is improved due to the education and economic growth. It resulted in increase in suburban female employment. The act of maternity leaves also promotes women employment. Nowadays life style women are changed dramatically. They are travelling here and there by various vehicles and going to the gym and doing all sort of work. We know that pregnancy is an unavoidable phase of women's life. They are

working even during their pregnancy period. So their clothing needs are greater and more diverse. The pregnancy is a fascinating phase of life but there are so many changes take place in women's bodies for example - weight gain, increased abdominal girth, torso and hip as well as fat deposition in the lower limb [2]. These changes are mostly observed in increase in body circumstances. A woman has almost completed her growth in height during maturation period and hence there is no changed in height later on. During pregnancy period the body undergoes lots off physical transformation and this is the time when there are demand soft and comfortable

maternity garments. The best garment for this situations is that, which protect, and properly cover the abdominal changes as well as it must be imperative for both mother and baby. In old days, woman's in this area were using old alternated garment or mostly draped garment like sari. They didn't think to buy new garment for pregnancy. But the situation has changed now a day. The demand of maternity wear is integrated as well as consumption rate of maternity wear is increased in rural and suburban area.

### 1.1 Objectives:

1. To study the changes takes place in maternity time women.
2. To develop a comfortable, formal, efficient suitable garment for rural and sub urban maternity wear.

### 2. Methodology:

This study was carried out at Jadhav Hospital and Nursing Care of Dr. Kanchan Jadhav, Latur. Simultaneously a market survey was conducted at Latur for understanding demands of expectant women's between age group of 18 to 40 years. During the survey an interview of expectant mothers and some owner of stores was undertaken. During study thirty eight pregnant women attending the maternity clinic were interrogated. They were informed about the specific aim of the study and were convinced to participate in study. They were counselled and make aware about utility of suitable maternity wear as per their need. Written information consent of that ladies were taken after convincing them for designing garment three silhouette wear used. At first eight garments were designed using three silhouettes, out of which four designs were willingly selected by participant for making the garments. The criteria for selecting design are suitability and comfort cotton fabric (printed as well as plain fabric is used for constructing garments.[5] Survey carried out about the maternity wear showed following result,

**From Table No. 1:** It was clearly observed that, Internet services (42%) stands first in position for creating awareness about maternity wear followed by family/friends (28%), followed by awareness

by doctors. After conducting the survey about awareness, the information about in which trimester they would like to use the maternity wear and the result were noted in Table No.2 [4]

**From Table No.2:** It was evident that, maternity ware were mostly preferred in third trimesters (53%) and second trimesters (42%) and were very rarely used in the first trimester.

**Table 1: Awareness about The Maternity Wear**

| Sr. No | Source of Awareness | Respondents | Awareness (%) |
|--------|---------------------|-------------|---------------|
| 01     | Doctors             | 04          | 11            |
| 02     | Internet Services   | 16          | 42            |
| 03     | Family & friends    | 11          | 28            |
| 04     | Market Survey       | 03          | 08            |
| 05     | Not responding      | 04          | 11            |

**Table 2: Uses of Maternity Wear and Different Trimester**

| Sr. No | Trimester       | Respondents | Awareness (%) |
|--------|-----------------|-------------|---------------|
| 01     | 1 <sup>st</sup> | 02          | 05            |
| 02     | 2 <sup>nd</sup> | 16          | 42            |
| 03     | 3 <sup>rd</sup> | 20          | 53            |

When we reported that, the respondent is well aware about the maternity wear, then we ask about which type of silhouette they would like to prefer during maternity time? The results were recorded in Table No.:3.

For considering maternity wear features, we selected three silhouettes for maternity wear.

1. A line silhouette: This silhouette is fitted in the bodice and flares slightly in the skirt making it look like a capital A. The A- Line silhouette works well for most people. A garment in this silhouette is narrow at the top and widens towards the hem in a gradual manner smoothing out awkward lines and curves of the body and hence flatters most body shapes.

2. Empire silhouette: This is a silhouette with a raised at waistline, ie. The waistline is made above the normal waistline. This dress silhouette flares out from under the chest line. This is a most suitable style for the figure with a thick waistline. Usually the effect is achieved by making the dress in two panels, the skirt panel starting just under the chest.

3. Trapeze silhouette: This silhouette which is similar to an A line silhouette, but with a more pronounced flare near the hem is shaped like a trapezoid or rather a tent. Basically speaking it looks like a triangle, flaring as it does from under the armhole. This silhouette works as a short dress rather than as a full length dress, as it can overwhelm the figure.[5]

**Table 3: Preferences to Different Silhouettes**

| Sr. No | Different Silhouettes | Respondents | %  |
|--------|-----------------------|-------------|----|
| 01     | A line                | 16          | 42 |
| 02     | Empire line           | 8           | 21 |
| 03     | Trapezoid line        | 12          | 32 |
| 04     | Not Responding        | 02          | 05 |

From Table No. 3- It was evident that, A line type of silhouette (42%) were mostly preferred followed by Trapezoid line (32%) and Empire line.

**Table No. 4:** It was clearly evident that, maximum respondents have given importance to comfort ability (68%) of dress during maternity period followed by its style and trendiness (59%), ie. means they were enjoying that garment during pregnancy. Majority of respondents appreciate the cotton fabric for maternity wear. Only few respondents (16%) says that they were not bothered for the fabric [6].

**Table 4: The Designing Principals**

| Sr. No | Features of Garments | Response of Participants |           |
|--------|----------------------|--------------------------|-----------|
|        |                      | Like %                   | Dislike % |
| 01     | Comfort ability      | 68                       | 32        |
| 02     | Stylish and trendy   | 59                       | 41        |
| 03     | Fabrics (cotton)     | 84                       | 16        |

**Table No. 5:** It was observed that, about 47%

respondents appreciated the stitched sari which is highest followed by empire line salwar suit (25%). After talking with participants we came to know about common problems about clothing during maternity period. These were related with length of garment, size and shape of garment, fabric of garment and the designing elements. To overcome these problems we tried to modify these patterns by applying medical knowledge and skill of Dress Designing.

**Table 5: Routine Maternity Ware And its Preference**

| Sr No | Type of garment         | Respondents | Common problems  |
|-------|-------------------------|-------------|--|
| 01    | Sari                    | 17 (47%)    | Length of garment, Size and shape of garment, Fabric of garment, Designing elements. |
| 02    | Empire line salwar suit | 09 (25%)    |  |
| 03    | Shirt - trouser         | 03 (08%)    |  |
| 04    | One piece dress         | 07(19%)     |  |
| 05    | Not Responding          | 02(5%)      |  |

For study purpose after discussing the matter with Gynaecologists we tried to modify the garments by adding some special features for betterment of health of pregnant women and check for response given by them. We are well aware about fact that there is increase in size and shape of breast and at the same time there is heaviness in it. So we added breast supports in garment itself. Same is true with abdomen [7]. There is tremendous growth in size and shape of abdomen and it is bit difficult to tie any type of garment over abdomen. At the same time the garment will float from front side and it looks odd and shabby.

To overcome this fact we added new features to it. At the same time we also added a back support maternity belt to it [8]. We observed a great positive response to this added features over routine maternity ware.

**From Table No. 6:** It is clearly evident that, after adding special maternity features women's

preferred improved sari (42%) over routine sari, (24%) preferred empire line salwar suit after that one piece dress and shirt and trouser.

**Table 6: Response to improved Maternity ware**

| Sr. No | Type of garment (modified)                         | Respondents | Satisfaction Level (%) |
|--------|--|-------------|------------------------|
| 01     | Stitched sari<br>Breast & lumber support           | 16<br>(42%) | 100                    |
| 02     | Empire line salwar suit<br>Breast & lumber support | 09<br>(24%) | 100                    |
| 03     | Shirt and trouser<br>Breast & lumber support       | 03<br>(08%) | 100                    |
| 04     | One piece dress<br>Breast& lumber support          | 07<br>(18%) | 100                    |
| 05     | Not Responding                                     | 02<br>(08%) | --                     |

### Conclusions:

Pregnancy is an amazing and fascinating phase in any women's life. During this phase, many bodily changes take place. The most suitable apparel for pregnant women is comfortable and the one which allows the abdominal area to expand, provides support to the breasts and back, and also accommodate the thighs. It should provide proper care for the mother as well as the baby. From the study conducted, we observed that fashion does play an important role when it comes to choosing a maternity wear. Many designs and styles were studied. It was observed that the garment with comfort, descent appearance and unique features had a higher acceptance among pregnant women. Based on the finding of the study, the designed garment was appreciated and commended by most of the pregnant women's.

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