

Design Collection With Jain Manuscript Inspiration: A Profitable Amalgamation

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Abstract

The oldest traditional arts and crafts are facing many challenges. On the other hand, the contemporary art of garment making is experimenting with new motifs and styles with new inspirations. Modern fashion is greatly influenced by the arts. Art has affected the best apparel in the world. The best illustration of this is in Mondrian's clothing. The influence of visual arts and works of artists can be seen in the works of Indian designers like Satya Paul, Manish Arora, Manish Malhotra, and Anita Dongre. Western art influences Indian fashion yet Indian textile designer Gaurang Shah draws influence from traditional handicrafts and Indian art. Fashion has become more well-known internationally in recent years. To increase the value of Indian art, the collection has been created using an interdisciplinary approach. A direct representation of classic art has undergone design developments by employing miniature painting techniques on fabric. Supporting the fusion of two distinctive Indian arts is the fundamental goal. The execution method, which is derived from one more Indian art form, distinguishes it from previous works done in the field of fashion.

This design collection was inspired by Jain manuscripts, which are works of art that depict oral histories through text and images. Jain Manuscripts have emerged as a way to comprehend the subtle blend of Indian art and fashion design collections. This collection uses illustrations as design motifs on outer jackets while paper inscriptions are transferred onto fabric to create Western-style tunics. The core colour palette for the collection was based on the colour scheme of the manuscripts. In total, the manuscript has become the look of the collection. To justify the reflection of the direct manuscript images, silhouettes were kept basic but beautiful. By promoting Indian art, the target market of -30-20year-olds is determining the global fashion trend. It is distinctive due to the idea of promoting one kind of Indian art through another.

Indian art may provide creative approaches to sustain traditional textile arts and crafts. The participation of fine artists who engage in handicrafts allows for direct transformation. Artists will reap greater financial and aesthetic benefits with these innovative patterns and themes. This collection will promote Indian art globally. However, Indian fashion will have innovative ideas and a variety of wardrobe possibilities. Future generations of fine artists and artisans will have more opportunities to pursue their interests. It will not only provide new design solutions for fashion collections but also promote Jain manuscripts and Miniature paintings of the Pahari school, the classical Indian art forms.

Keywords: Art, Craft, Fashion, Garments, Jain Manuscripts, Paintings, and Indian.

Graphical Abstract



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Introduction

Executing art in the form of fashion is an outmoded trend since fashion trends or design procedures require a variety of creative processes, such as creative activities involving research, analysis, and decision-making. Art in the form of sketching is also a sub-theme to the above-said process. The designs are useful while yet being artistic and meeting the client's needs. Designs must be imaginative to portray high fashion using conventional and artistic themes.

Collaborations may solve many problems by offering limited editions and attracting customers. They are not just necessary for now, but also necessary for the future. Even if Indian traditional arts and crafts are among the best in the world, there are still numerous gaps and difficulties that impede the promotion of the duo.

Art, particularly the traditional forms of art like miniature paintings, manuscripts, and murals, have carved out a place for themselves in the annals of art history. Innovative thinkers develop new ideas in the fields of design, architecture, art, and culture. There are many Indian designers influenced by art. Manish Arora, Sabyasachi, Satya Paul, and Rohit Bal are among those who have been directly or indirectly inspired by Indian and Western art, although few are sincere admirers of Indian art and Indian handicrafts specifically. One of them, Gaurang Shah, uses ancient crafts like jamdani and kalamkari in his artistic interpretation of ethnic clothing.

We can say that India is blessed with beautiful works of art with an extreme expression of emotions because each form of art has left its indelible mark in history, such as the floral motives on the priest's shawl in the Indus Valley and the Ajanta figures describing various textile forms like Bandini, Lehria, Ikat, and checks in the garment details. Ajanta art, however, is a genuine source of textile prints.

The Jain manuscripts are a priceless piece of Indian art history because they represent the first narrative translation of images after oral histories. They are also the only form of art that has been equally developed in written and visual media, unlike other forms of art in India that also use '*Tada Patra*' as a medium that represents the flavour of natural colours and the feel of traditional Indian art. In the shapes and images of narrative stories based on the lives of Jinnah or the Jain Tirthankaras, the dedication and spirituality of religion are evident. The manuscripts date from the sixth to the eleventh centuries. These are the best examples of vivid, distinctive art. The distinctiveness of the further eye is evident in many scripts, which has further inspired numerous modern commercials, like those for Strepsils. The art of calligraphy in Prakrit languages is equally beautiful in the sense that it has a traditional feel. Devotees have communicated their sentiments for their God through the depictions

of stories, which are entirely pure and without any artistic training.

There have been hundreds of years of manuscript production. The Jinnahs' and their followers' teachings were first passed down orally. A manuscript's content and format make it what it is. The text was handwritten by a scribe or copyist. There is a distinction between "the manuscript," which refers to the actual thing, and "the concept of text," which refers to the contents. A manuscript, for instance, can have been written later than it should have been but includes a text that was written far earlier. For readers unfamiliar with manuscripts, Indian languages, historical decorative traditions, numbering, and layout, Jain manuscripts can be startling. The writing style and the layout of each page frequently diverge significantly from those of a Western book. Finally, a manuscript frequently serves as a physical record of the people who wrote it owned it, and read it.

With its value addition in the process, design is a crucial component for the interpretation or preparation of market acceptance. Design sources can be anything that we see in our surroundings or in our daily life routines, such as nature, architecture, folk art, stories, crafts, murals, sculpture, carving, social themes, or any traditional or contemporary idea issues. Artists employ sources of inspiration to depict new ideas, styles, and moods. In the current research, an effort was made to document the images and scripts depicted in manuscripts in order to create a new range of high-fashion garments while maintaining the beauty and originality of the source of inspiration in its actual form. Here, hand drawing and the creative process are used to illustrate textile designs. Due to the direct relevance of art forms, which could be achieved with only miniature painting to increase productivity and improve the quality of design, textile designs are here creatively illustrated through computer-aided design. Additionally, a view of hand painting was taken by the manual sketching for its surface ornamentation technique.

Purpose of the study

Western art has impacted Indian designers, then Indian art and artists also can persuade Indian buyers and designers. The manuscripts are some of the best works of art in India. They are distinctive due to the calligraphy and image style, which are different from others and pitted simultaneously on the '*Tada Patras*'. In addition, there is a chance to convey that only Indian crafts can accurately and directly express such difficult and direct themes. Indian art has long influenced artists and creative minds in different fields. Indian art has long influenced producers in a variety of media, as well as brands working for the textile and fashion sectors. The challenge of interpreting the method of beautiful texts and images to the fabrics for its

application to high fashion garments has been taken up by the researcher and the design student. The decorative elements are made using hand painting, and one form of art is used to represent another to promote both through cooperation.

Material and Methods

This descriptive exploratory study on Jain manuscripts was carried out as part of the development of the miniature artist's curatorial design collection of Jain manuscripts. The texts served as a source of inspiration for the creation of garments under category I. The information on the topic was acquired through a variety of sources, including fashion publications, research papers, articles, blogs, visits, and interviews, the NIIFT library was also visited, and the artists of Kangra were contacted for virtual interviews to obtain the primary data to illustrate the images section of the manuscript. Discussions were also held with the design student working on tunics and the Kangra miniature artist working on the outer jackets. The artist's interview was captured on video.

The step-wise details and procedure of the study have been explained under the following heads:

Research design

Design documentation

Collection and classification of different image designs
Design analysis of manuscript motifs
Selection of motifs from manuscripts

Development of textile surfaces

creation of designs with the selected motifs from the manuscripts for designing textile surfaces
Selection of the best five designs for two categories that is the best ones from the script and five from the images

Placement of selected motifs as per individual garment layout

Development of garments

Preparation of fabric
Construction of fabric
Developing textile surface with hand painting by miniature artist

Consumer preference

Formulation of the tool
Display of various layouts of garment details
Display of high fashion garments
Evaluation

Result and discussions

The aim of the present study, which was carried out using a descriptive exploratory research design, was to create a design collection that was curated by Kangra miniature artists and was influenced by Jain manuscripts. To find the best cloth for the hand painting technique, motifs from Jain tales were chosen. The pattern scheme for the clothing was created using a few carefully chosen designs.

Documentation of images and script designs
Development of textile surface
Pattern layout through hand illustrations
Consumer preferences

The designs were created using certain story motifs. There was a variety of Jain story themes on the Internet. With the classification of the designs based on motif types, the researcher has finalized five designs for each of the inner and outer clothing. The designs developed with the images obtained from online sources and documents were divided into three categories.

Documentation of image and script designs

The designs were prepared with selected motifs from stories. A selection of motifs from Jain stories was done. The researcher has finalized five designs for the inner and outer garments with the classification of the designs based on motif types, the designs created with the images collected through internet sources and documentation were classified into three categories which include:

- 1. Script designs (Inner tunics)
- 2. Illustration designs (outer Jackets)
- 3. Combination of script and illustrations design (complete look)

Category I: Script design



Fig 1: Computer-aided design Category I
Category II: Illustration Designs



Fig 2: Selected Motifs and Sketches for Category II

Development of the textile surface

For the evolution of the surface into surface embellishment technique, also known as fabric painting, chosen script and illustrated designs were used.

The initial step involved a market analysis, in which the researcher examined the viability of several materials for the technique. However, the choice of fabric and the concept of inspiration resulted in a colour limitation. The different shades were chosen from the illustration style's main colour palette.

The investigation of methods for surface decoration was the second procedure. A total of four approaches were investigated, and the ultimate technique, fabric painting, was chosen due to its successful reproduction of the painting, which was carried out on sewn clothes with the assistance of a Kangra miniature artist. The canvas and linen fabrics were sewn together to make the final surface for the garment construction, giving the finished products a finished appearance. The innovation here was that the finished products were given to the surface decoration technique to prevent any bare space in panels.

Pattern layout for hand illustrations

Pattern layouts and hand illustrations for high-fashion clothing were created using carefully chosen images and script designs. For the collection of formal wear, a total of 10 design layouts were created, from which 5 were chosen for the final designs through consumer preferences to be used for further use in garment construction and surface ornamentation. These designs were divided into three categories: script, illustrations, and combinations of script and illustration designs.

Final garments category I: Script Design (Inner Tunics).



Fig 3: Final garments category I

Final garments Category II: Illustration Designs (outer Jackets).



Fig 4: Category II-Design I front and back



Fig 5: Category II-Design II front and back



Fig 6: Category II-Design III front and back



Fig 7: Category II-Design IV Front and Back



Fig 8: Category II-Design V front and Back

Category III: Combination of script and Illustration Design



Fig9: Final constructed garments category III Combination of script and illustrations design photo shoot.

Consumer preferences

Design layouts and five garments were developed and their evolution was done through opinion. The result was analysed based on percentage mean score and weighted mean score the results are shown through graphs. To obtain an opinion regarding awareness of the Jain manuscripts, the researcher has done a detailed study of the manuscript designs total of 100 respondents gave their opinion regarding the awareness of the Jain manuscripts and where have they found and in which form. Also, the awareness of the application of these illustrations on the garments was taken.

Main feature visible in the collection

The scripts and drawings of the Jain texts were used to assess all the created designs for the 100 respondents’ visual evaluation as well as their opinions on the design elements of the developed clothes.

Appropriate use of a source of inspiration, placement of motives, colour combinations, and appropriateness according to the graph three opinions regarding the design aspects of fashion garments.

(N=100)

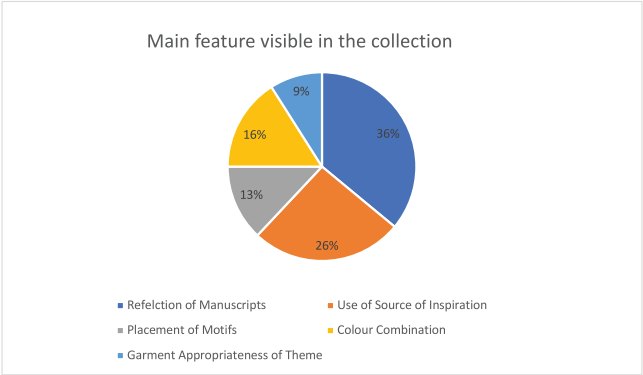


Chart I- Showcasing the main feature that is visible in the collection

The collection is a classic example of Indian art. The research was conducted to understand the feature which was visible maximum in the collection. The results revealed that the reflection of manuscripts was the most visible feature which stood at 36 per cent followed by the use of a source of inspiration which

stands at 26 per cent. Further Colour combination, placement of motifs and garment appropriateness of theme were visible which stands at 16, 13 and 9 per cent respectively.

Likelihood of purchasing this collection

The study was all about the concept of design inspiration and transferring it onto textiles and exploring the different techniques that give an appropriate look to script and images, which is again a part of the inspiration. Further, the respondents were asked about their choice of purchasing the collection.

N=100

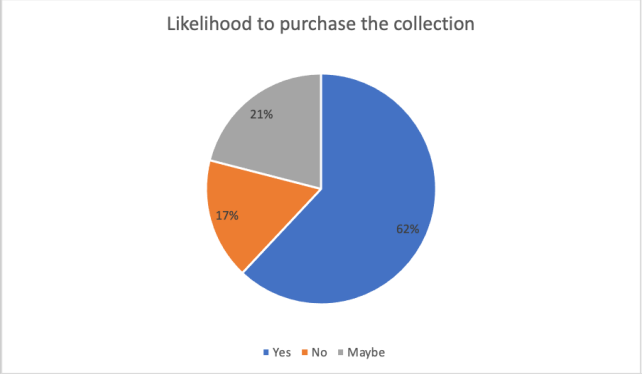


Chart II: Likelihood of purchasing the collection

Jain Manuscripts are a pure piece of art which allures the mind of the visitor at first glance. The respondents were questioned on their choice of whether they would purchase the collection or not. In all 62 per cent of people affirmed that they would buy it while 21 per cent were dicey about the same. There existed 17 per cent of those people who said they won’t buy this collection.

Reasons associated with the purchase of the product

All the developed designs were visually evaluated by 100 respondents and their opinions regarding the design aspects of developed garments were analyzed. Further, the respondents were questioned on their likelihood of purchasing the collection and the reasons involved with the purchase.

N=100

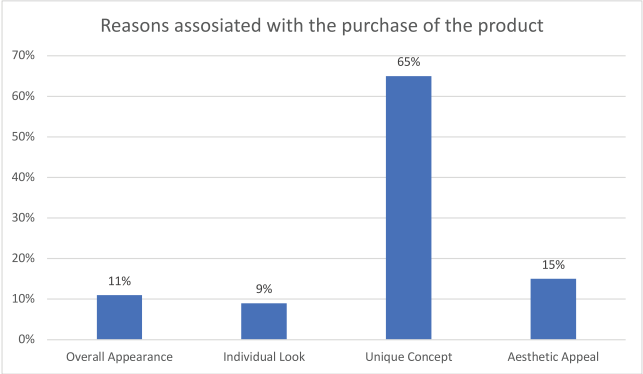


Chart III: Reasons associated with the purchase of the product

After asking about the likelihood of purchasing the product, respondents were further questioned on the reasons which would make them go for the purchase. The maximum number, 65 per cent respondents said because of the unique concept they would go for the purchase while 15 per cent said because of the aesthetic appeal. There were 11 per cent and 9 per cent of respondents who would go for the purchase because of the overall appearance and individual looks respectively.

Purpose of the purchase

Purchasing the product relies on certain factors which may be linked to the display of the product, the quality or personal choice. However, this section focuses on the purpose for which the purchase is done.

N=100

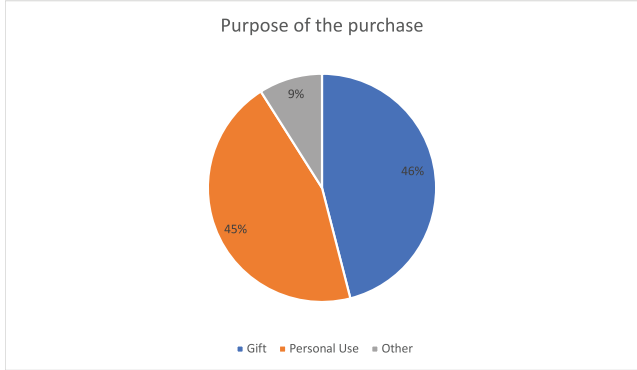


Chart IV: Purpose of the purchase

From the data, it could be analyzed that there were almost equal numbers of respondents when it came to purchasing the product for personal use or for gifting the same. In all, 46 per cent purchased the product to gift it while 45 per cent bought it for personal use. There were 9 per cent of those people as well who opted for other reasons as the option.

Representation of traits via this collection

This collection might be a mere collection for some individuals but then for some people, it is a connection which establishes between their life and soul. Everybody has their reasons associated with it. So further people were questioned on the traits which they represent when they connect to this collection.

N=100

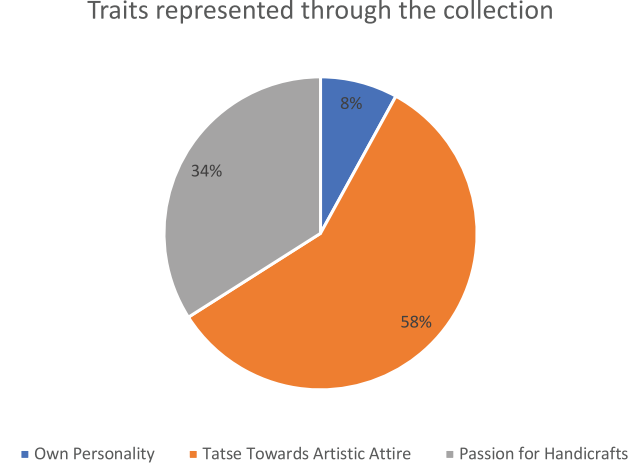


Chart V: Traits represented via this collection

The collection has its own space in the minds of people. In all, 58 per cent explained that the collection represents taste towards artistic attire while 34 per cent said it depicts passion for handicrafts while 8 per cent explained its connection to their personality.

Views on the uniqueness of the collection

The collection is a beauty in itself but to have affirmation of people further the audience was questioned on what makes this collection unique.

N=100

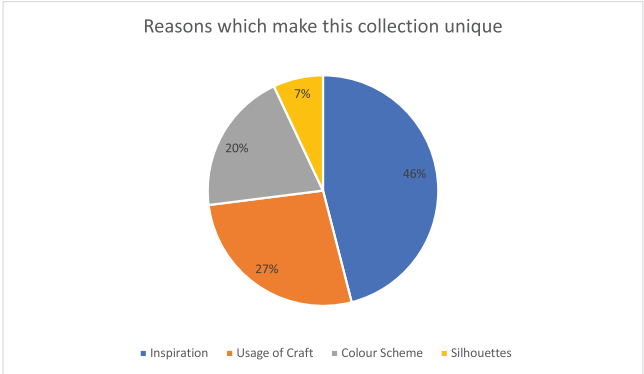


Chart VI: Reasons which make the collection unique

This collection is unique and respondents have associated different reasons to it. A huge number that is 46 per cent people said its inspiration makes this collection unique while 27 per cent said the usage of craft does it. There were 20 per cent of those linked its uniqueness with colour scheme and 7 per cent connected the same with silhouettes.

Conclusion

The investigation would result in the creation of clothing that took inspiration from Indian art. The Jain texts were quite alluring, giving off a distinctive appearance as high fashion clothing because of another Indian art style that may be classified as Craft and as a surface embellishment technique that produced a beautiful look. The majority of respondents said that design concepts were extremely unique and innovative ideas for upcoming fashion trends as well as inseparable from fashion designers and that it was better to conduct promotional activities using other forms of art and craft. Indian crafts can be used to complete upcoming fashion trends. Because of its aesthetic appeal and strong consumer acceptance of handicrafts, the developed work's marketability as surface adornment was determined to be widely valued. The study's overall concept was admired.

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