

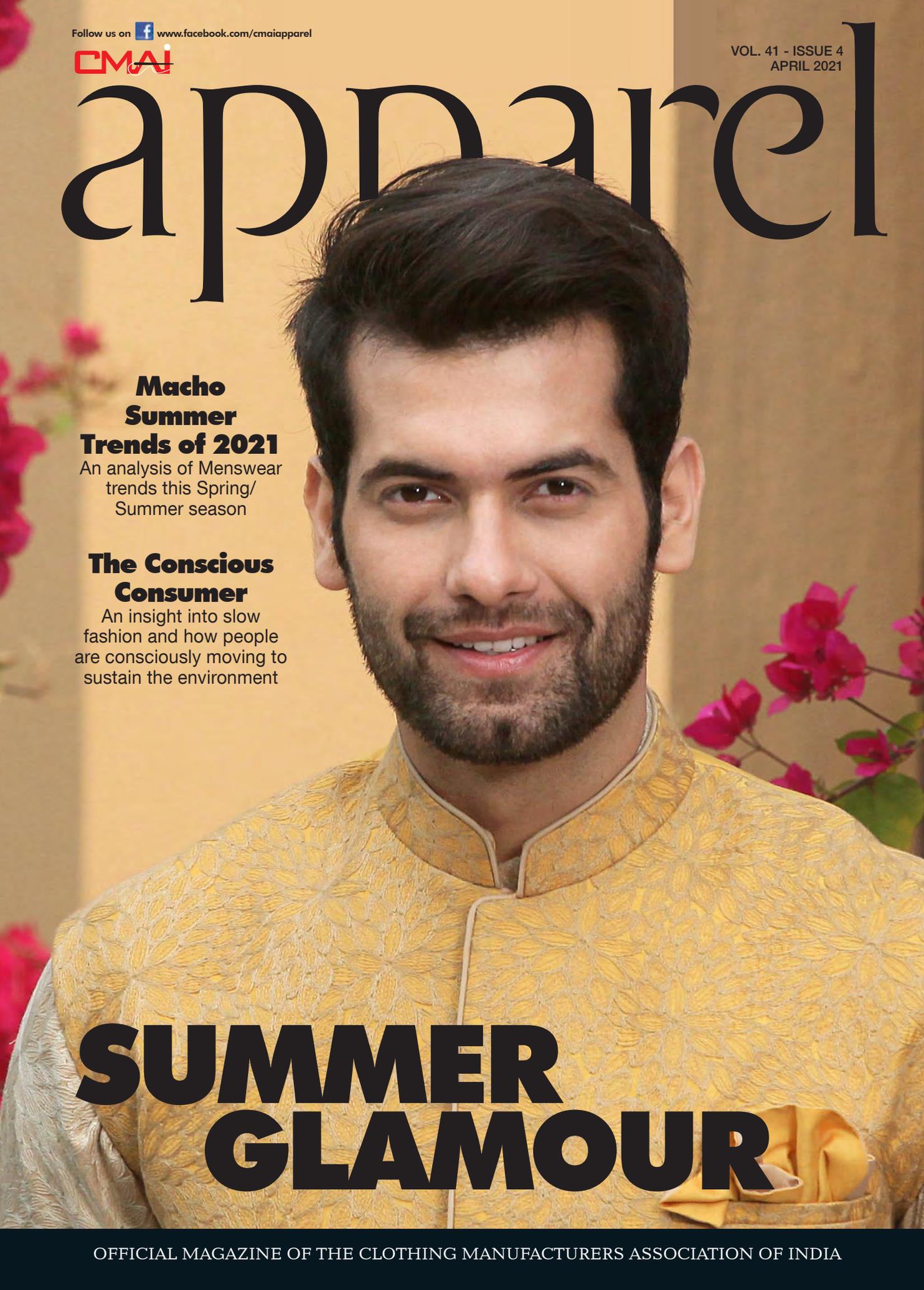
apparel

**Macho
Summer
Trends of 2021**

An analysis of Menswear
trends this Spring/
Summer season

**The Conscious
Consumer**

An insight into slow
fashion and how people
are consciously moving to
sustain the environment



**SUMMER
GLAMOUR**



DYNAMIC DUNGAREES

A trend that has been around for centuries, dungarees are finally making a steady comeback into the functional wardrobe writes **Bindu Gopal Rao**

Dungarees are all about comfort wear - practical, casual and stylish. With pockets and an easy, free flowing design, dungarees add a cool look to your persona, and are great to wear outdoors.

LOOKING BACK

The word 'dungarees' is thought to have been derived from a tiny harbour-side village north of Mumbai called Dongari Kapar, where a coarse textured thick calico-like material was manufactured. Clothes made from this fabric were first traded in the West around the seventeenth century. This fabric was also used to make cheap robust work clothes that were

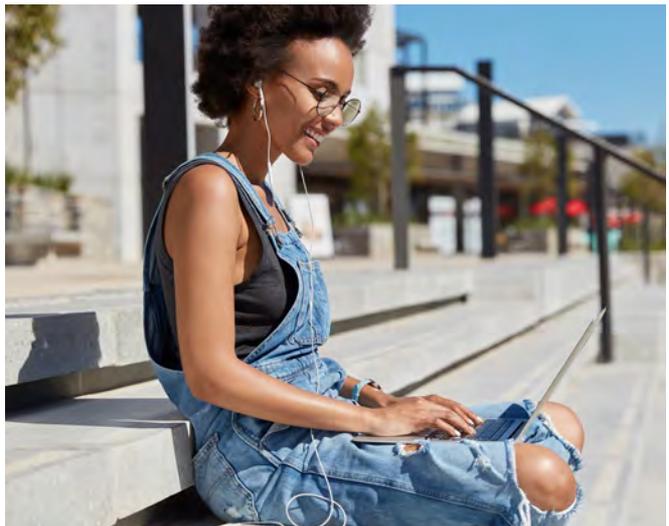
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originally called 'Dungri'. It was the English who later began calling it 'dungaree' when they bought the cloth to make work trousers. While it became synonymous with work clothes, it was in the 1930s that it gradually began to take its present form. By then the garment had been converted into a pair of trousers, attached with a bib or a large extra piece of cloth covering the stomach and chest, and held up by straps over the shoulders. In fact, 'overalls' worn by sailors were originally dungarees that were later renamed overalls. Levi Strauss and his business partner Jacob Davis are widely credited to have come up with this bib design for the dungaree, way back in 1853. The idea behind the design was simple – to make it practical for workers - especially for labourers. The bib or the top part of the garment had pockets to carry tools, thus eliminating the need for waist belts. Dungarees soon became a standard piece of clothing for the working man across America.

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WORK WEAR

As time passed by, they began to be colour coded as well, according to the profession of the wearer. It is said that railroad workers wore hickory striped dungarees while painters wore white dungarees and various shades of blue were worn by the rest of the working class. The early 1980s and 1990s were when dungarees became



COVER STORY



THIS SEASON, DUNGAREES HAVE BECOME A NUMBER ONE MUST-HAVE IN A FASHIONISTA'S WARDROBE. VISCOSE, CORDUROY AND COTTON MATERIALS HOWEVER, ARE BEING PREFERRED MORE OVER PURE DENIMS.

a fashion trend patronised by several Hollywood celebrities. In fact, Princess Diana too wore it in the early 1980s.

Later, dungarees became more common place and were largely made with denim fabric. But, it was not until the First World War that women began wearing them to work in factories or helping in war efforts. It was then that the garment crossed gender boundaries, ultimately becoming unisex.

Parika Rawal, Design Head, Madame says, "This fabric was used to make utility uniforms in

the United States Navy during the First World War. At the time this material was also used to create sails from which sailors later also made their clothes. While dungarees were initially used as protective clothing in shop-floor work environments, they have today gained a cult status of their own."

FASHION CUES

In recent years, dungarees have been gaining popularity with several fashion houses and labels. Yash Jain, Brand Director, Desi Belle said, "Utility garments are in trend these days and dungarees somehow relate to the concept. Dungarees are considered as one of the most comfortable outfits because of their relaxed vibe and the ability to team them up with multiple garment layers."

This season, dungarees have become a number one must-have in a fashionista's wardrobe. Viscose, corduroy and cotton materials however, are preferred more over pure denims nowadays. So if you are looking to add a minimalistic charm into your weekend wardrobe,

dungarees are the perfect bet. "Fashion repeats itself. Each time a particular form of fashion re-appears, it comes back as a new, updated version of the 'old' style. In 2019 there was a domination of the denim boiler suit. This year, is all about classic dungarees in vintage-style washes. We must harness their relaxed appeal and oversized silhouettes because people like the ease of styling, as you can literally try on any comfy tee or top you want with it," says Rawat.

DESIGN DETAILS

An ultimate all-in-one garment which went from being a utilitarian necessity to a glamorous modern woman's wardrobe staple, dungarees are a great mix of ease, attitude and sass. "There is versatility in this garment. It creates a blank canvas for styling. You can literally make a transition from a casual/work look to a social butterfly within minutes. You can wear them with brogues or heels, up-dos or even earrings. I feel it is not only multi-functional, but also the ideal garment for women to feel comfortable and effortlessly confident in. Linen, Sequin, Cotton, Crepe, Silk, Wool, Satin, Denim are just some of the fabrics being currently used by designers," said a spokesperson from Color story by Dee. In spite of their work-wear history, the simple

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dungaree ultimately catapulted to its present glamorous avatar when movie stars such as John Wayne, Clint Eastwood and Elton John wore them as fashion statements thus turning it into a symbol of rugged sexiness.

"This year you can try numerous options ranging from relaxed fits, one-sleeve dungarees, ripped styles, cool shorts overalls, and boyfriend versions of dungarees. Say hello once again to acids and 1990's fashion," says Rawat. In fact, even Nintendo Mascot Mario, the Italian handyman that jumps around obstacles to save a Princess from the castle, wears a Dungaree! So, if you want to make a style statement that is casual and relaxed, just wear one too! ■

