

The Changing Mindsets of Consumers Towards Desi Fashion, with Special Reference to “Chumbak”

Avani

Abstract

The present study is about changing mind set of Indians for their choices of fashion. Experiments with longevous art forms are so admired now a days. There are so many companies in India working on such creative concepts selling their multiple category products like clothing, home decor, crafts, accessories etc in a new illustrative trendy way called “Desi Fashion”, the first choice of Indian youth. Here In this paper I have chosen “Chumbak” and its creativity to show the love of Indians towards the desiness. Promoting the feeling of desi by using illustration such as common street scenes, Indian traditions and motifs etc, the company is also giving opportunity to young illustrators to explore their skill. And young entrepreneurs who begun and established this magnetic and cute brand six years back have set an example for the youngsters to display and explore their creative ideas and prove it fruitfully effective.

Keywords: Creative, Innovative, Desi, Illustration, Chumbak

Introduction

“You either know fashion or you don’t.” – Anna Wintou

Conceptually true, people are now experimenting with new fashion trends and thankfully Indians are loving it too. Abstract art forms, miniature art form, the traditional form, or the realistic style, of Indian art are just names now. What is in demand and what youth want had several briefing sessions. Everybody wants everything customized now. Fashion is now undergoing drastic transformation with respect to the changing mindsets of people. To satiate the craving for freshness, companies are finding new and contemporary artistic avenues to do so. Common inside scenes of local bus, milk man (doodh wala), street scenes or local train, Indian woman shouting from balcony, “auto rickshaw wala” the most demanded of all time are a good number of popularly desired prints. These are now changing connotations of beauty as portraying clumsy, fat Indian housewives in colorful creative manner for commercial goods of daily use has become fashion.

Social scientists, market researchers, and manufacturers have for a long time been intrigued



by questions, such as, 'why do some products get picked up faster than others?', "why do people preserve loyalty to a brand for years?", and "why are certain promiscuous when it comes to brand selection?". The domain of the mind is hard to gauge as the common man is lured by innumerable want and desires, which are further ignited by the availability of plethora of products and exposure to fierce advertising in the mass media. As in the case of a popular brand "Chumbak" which provides a wide range of multiple fashionable products like clothing, home décor, craft, fashion accessories etc through its retail stores and ecommerce platforms working on such interesting illustrative and colorful concept. Life has been much convenient since street fashion walked the runways. People finally got a chance to flaunt their comfort-driven style. Their everyday go-to style involves a simple tee, a favourite pair of jeans and casual shoes. They are cool, comfortable, trendy, and given the numerous styles available today. Bright colours specially yellow and red and pieces of creative craft are the first things that catch your attention.

Chumbak is working towards presenting an idea to create fun and bright Indian souvenirs, with footprints in Bengaluru, Mumbai and Delhi Chumbak today has become a lifestyle brand. Chumbak also has inescapable stores in Delhi and Bengaluru and 35 pop- up stores all over India. Handicrafts that were becoming the only souvenir option are now very common to public reach. Chumbak is for young Indians who wore India on their sleeves. It is a link between people clothing choices and their emotional states. We feel desi Indian when we wear something printed Indians tradition. It's a good way to recall that actually we are "Desi" and we have typical desiness inside every Indian.

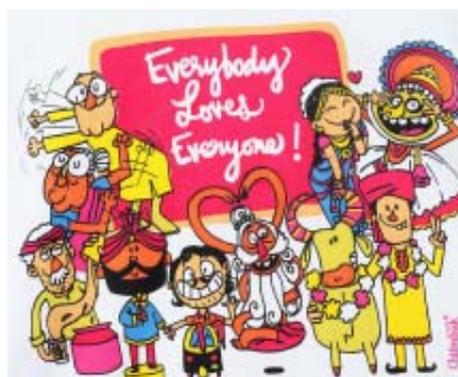
The core of this trend lies in embracing the chic factor with a major dose of casual style. This is not only cool but provides comfort as well. Chumbak, whose primary customers are in the age group of 18-30 years, which is the age of experimenting with new and contemporary modern trends.

Chumbak started in 2010 by young entrepreneurs who begun and established this fascinating and appealing brand six years back with a moto to provide utilizable and uniquely designed products for everyday people. During initial days, the products on offer were limited to magnets (Chumbak), mugs, key chains etc which developed into a complete lifestyle brand. Through the last 5 years, it has evolved to display a variety of products touching various aspects of a consumer's lifestyle counting stationery, souvenirs, boxers and tees, phone cases, laptop sleeves, wallets and bags targeting consumers worldwide. Products like coffee mugs possess scenes of Indian festivals, rituals and weddings. Dining utensils are interesting with street scenes bringing to mind a sense of déjà vu in attaining the trend and displaying loud and implausible aspects of daily life incidents. Innovatively illustrated 'Pehelwan' on travel neck pillow and much more are most common in buying pattern nowadays.



It will be not wrong to say that every daily use items are being explored with different art forms, but we must point out that the clothes too could impress with cardigans with a yellow submarine; restraining hand like boxers with bunnies; a tee with an attractive 'Midnight Readers' having a print of a boy and girl reading and hanging out. There are shelves of ill-fitted skirts covered in illustrations. Few of Chumbak's most popular items comprise an iPhone case with a motif of the famous Indian auto rickshaw, and coffee mugs imprinted with liquor bottles of all shapes, sizes and colours. Illustrations for men are more fully developed, making the clothes vastly more appealing. Men are seen proudly having clothes like moustaches, trucks, owl and motif pattern of insects etc. Chumbak has a unique feature too that is 'customized gifts' especially for the occasions of anniversaries, birthdays, farewells, dates etc which connect people emotionally too with this brand and its products.

Chumbak follows a mission to make everyday objects interesting with colorful and contemporary designs by building a brand that brings smiles to people's lives. The Contemporary Indian art is a mix of positive and radical, with fresh creative young artists experimenting with multiple and expressive sort of ideas. Most of the Indian arts have migrated to west or learnt new forms of idiom to redefine their works by depicting artworks with a fine balance of India in past and their new found experiences and trends in the west. This transcends natural and cross cultural barriers. Budding and young artists have elaborated and impressed on different forms of illustrations which are taken from daily life of common Indian consumer's over the canvasses which are ground breaking and experimenting art techniques. This new form of art scene is highly vibrant and integrated for the country today. The fine blend of traditional and modern methods in art works by Chumbak is noticeably remarkable.



Conclusion

These kinds of art reformations for customers was not absolutely fresh or new as many more were already floating in the bazaar even before Chumbak was introduced, however chumbak is one of the sharp and most creative players amongst others that helped in making these art forms popular and commercialized that reached to every Indian household. This helped in life earnings to many artists and designers too. In fact, many small-scale industries, that associated with Chumbak got a platform to explore their creativeness. They all together made India more vibrant and colourful with the sense of expression and excitement in daily use items. Indian streets and people are now flooded with such items which has influenced the mindset of not only young consumers but also catering to all age groups from children to the elderly. Everyone is now open to accept the bold and colorful items and flaunt them proudly before their friends, relatives and companions. The Indian art world and artists are flourishing bringing ground-breaking results to the modern Indian art which has roots in past and mixed with modern trends. The art is now out of the galleries to the reach of common man, all are loving it and adopting the new fashion trends sparked by the blooming illustration of art on the streets.

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