

**“REVIVAL OF TRADITION”**

**FINAL THESIS**

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Submitted To: University Of Management & Technology



**Submitted By : Warda Attaullah**

**For Award Of Degree Of Bachelors In Textile & Fashion Designing**

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# **“Revival of Tradition”**

**Dissertation by**



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**WARDA ATTAULLAH**

# **DEDICATION**

**“People of Sindh”**

**“My parents”**

**“My teachers”**

**“Muhammad FarhanSandhu who has supported me throughout my work”**

## **Declaration**

I hereby declare that all the information in this thesis is the result of my concerted efforts and my original work. This research work, to the best of my knowledge and belief, reproduces no material previously published or written, or that has been accepted for the award of any other degree or diploma, except where due acknowledgement has been made in the text.

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Date: February 20, 2016

## **ACKNOWLEDGEMENT**

Countless thanks to **ALLAH** Almighty for giving us such abilities and making us privileged enough to take part in such activities and all respects and regards to **Holy Prophet Hazrat Muhammad (PBUH)** for giving us the faith paving us on the right path with the essence of faith in **ALLAH**. I would like to thank our teacher **Miss. AnikaSitar** for her cooperation and help. She fully supported me throughout my work. I express my heartiest gratitude to her. Her cooperation made the progress of this project efficient.

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## **SYNOPSIS**

My theme is “revival of tradition” inspired by Sindhi cultural attires (i-e; Ralli and Ajrak). This theme represents the concepts used in designing Ralli and Ajrak. The idea of this theme is to represent the Sindh’s traditional designs in new ways. The look is created by using vibrant colors into Ralli and Ajrak designs, thus, presenting it in new form. Theme represents the lifestyle of Sindh’s people. The main focus was to explore that how a theme can be represented differently by giving it a specific look. As an art student, I wanted to show the essence of colors and to tell what difference colors can create. This thesis is being documented of all the process and procedures of the different ideas that came into a thesis collection. This report includes the details and discussions of overall tenure of my thesis time period. Relevant details are also provided in visual forms for more clear illustration of the idea. Research and discussions has provided me a ground to develop mood boards and inspirational boards to represent my ideas behind this theme. Revealing and using the relevant elements from boards, for further steps. Analysis of the work of designers and other Medias working on comparable concepts was also conducted in order to explain optimization of process.

