

A QUALITATIVE APPROACH TO ANALYSE THE CONCEPT OF ‘HAUTE COUTURE’ FASHION OF ELITE MALE OF THE KANDYAN ERA OF SRI LANKA

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ABSTRACT

Couture is simply the French word for fine, custom dress design, made to measure for a particular customer (Frings, 2002, 174p). Haute Couture (the most exclusive couture) is reserved for the best design and highest quality of fabric and workmanship. Couture is considered as the flagship of fashion marketing in the world. Consumers of such couture are from the wealthy elite class of society. Therefore couture is regarded as offering the opportunity for the purest form of creativity in Fashion providing the research and development for fashion industry (Frings, 2002,174,175 p). Apparel industry of Sri Lanka makes a massive contribution to her economy. As the industry is largely compromised of ready-made garment productions, Haute Couture, the essential component deserves a careful and comprehensive study in the context of Sri Lanka. Derived philosophies could be wielded in modern perspective.

KEYWORDS: Costume as an Emblem of Dignity, Kandyan Kingdom of Sri Lanka, Costume of the Elite Male, Haute Couture, Hybrid Formation of Foreign Influences