

Designing contemporary fashion footwear using traditional Punjabi *Jutti* motifs and their consumer preferences

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■ **ABSTRACT** : Punjab, the prosperous state of India has rich cultural heritage. It is the land of vivacity and vitality, exuding warmth and energy through its prosperity and multi- coloured folk culture. Art and craft of Punjab is described as a creation or expression of something beautiful especially in visual form. Among these, the *Jutti* is one of styles of footwear that has continuously evolved due to numerous influences from near and far. *Juttis* come in many variations according to regional tradition, period and shoemaker and are adapted according to the environment and materials. For this study forty motifs/designs of traditional Punjabi *Jutti* were documented from leading stores of local markets of Muktsar and Fazilka, internet, books and magazines etc. through photographs out of which ten *Jutti* motifs/designs were selected for developing ten designs of footwear with seven style variations of each through CAD. Preferences regarding the developed footwear were taken from 90 respondents, which shows that footwear design A₁, B₄, C₂, D₆, E₅, F₅, G₁, H₇, I₂ and J₂ with first rank were selected out of seven style variations of each design. Footwear designs A₁, C₂, D₆, F₅, G₁ and H₇ were top six ranked designs. It was found that footwear design C₂ was given first rank with mean score of 6.86 on the basis of all the parameters.

■ **KEY WORDS**: Traditional Punjabi *Jutti*, Footwear, Design, Respondents, Most preferred

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Punjab has a rich tradition in art and craft and is popular for its culture, cuisine and history. Design and intricacy of traditional crafts of Punjab are well known all over the world. Different types of handicrafts are manufactured in Punjab and were exported all over the country. These handicrafts depicts the richness of the land. The people of Punjab weave their skill into the footwear, daily dresses, carpets and almost every other thing (Anonymous, 2013). During olden days, in North India and neighbouring regions, the *Jutti* or *Punjabi Jutti* is common footwear, traditionally

made up of leather with elaborate embroidery, in real gold and silver threads. Due to change in fashion, now a day's, *Juttis* with rubber sole are available in different styles. Today Amritsar, Muktsar and Patiala ("*Tilla Jutti*") are important trade centers for handcrafted *Juttis* and are exported all over the world to Punjabi diaspora (Anonymous, 2011). In order to keep pace with diversity of modern generation demand, more flexible, dynamic and versatile technique like CAD has developed. Innovation of computers and further development of software's for designing has eased the work of designers,

as they can visualize their creation prior to construction (Banerjee, 1995). CAD system is merely a tool and it cannot replace the primary skill of the designer, but it will help to elaborate the imagination and increase the work efficiency (Chhajed, 1998).

Objectives :

The present study has been undertaken with the following objectives:

- To document different motifs used in traditional Punjabi *Jutti*.
- To adapt selected *Jutti* motifs for developing contemporary footwear designs

RESEARCH METHODS

Different types of motifs/designs used in traditional Punjabi *Jutti* were documented from leading stores/shops of local markets of Muktsar and Fazilka (being one of the important centres for handcrafted *Juttis*), internet, books and magazines etc. through photographs. These were given code numbers from 1-40. After that, 10 motifs were selected by panel of 15 judges comprising faculty members and PG students of the Apparel and Textile Science. Then, these selected motifs were adapted for developing new designs of footwear. Different designs of footwear were developed in different style/shape using selected *Jutti* motifs. These designs were developed through computer aided designing (CAD) using Corel Draw X4. While designing footwear, different motifs were simulated, enlarged and reduced in size with the going girls for the developed designs of footwear.

RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Documentation of traditional Punjabi *Jutti* motifs :

The use of computer aided softwares in the field of designing has increased the productivity of the designers by improving the quality of design, communications through documentation, and by creating a database for manufacturing (Nrayan, 2008). Computer aided designing is an important industrial art extensively used in development of two dimensional and three dimensional compositions which in turn enhances the understanding and clarity of the concept and make the accomplishment

simpler, therefore the designing of the footwear have been developed on Corel Draw X4.

Documented and selected *Juttimotifs* were shown in plate number 1 and 2. The selected 10 *Jutti* motifs were used for designing footwear. Thus, total ten footwear designs with further seven style variations of each design were developed (Fig. 1 and 2).

Total ten footwear designs with further seven style variation of each design were developed through Corel Draw X4 and assigned different codes (Table 1).

Preferences for developed footwear designs :

In Table 2, it is shown that one out of seven variations of each design was selected. The results elicited that the design A_1 got the first rank with mean score of 4.76 followed by design A_2 which got second rank with mean score of 4.56. Similarly design B_4 and B_3 got first and second rank with mean score of 5.56 and 5.27, respectively. Design G_1 and F_5 also got the first rank with mean score of 5.25 and 5.40. Footwear design C_2 and E_3 with mean score of 5.23 and 5.07 were given first rank, respectively. Design H_7 , I_7 and J_2 got the first rank with mean score of 5.11, 5.02 and 5.07, respectively. Footwear design J_2 and I_7 with mean score of 5.07 and 4.90 were given first rank, respectively. Design D_1 and E_4 got the second rank with mean score of 4.81 and 5.06, respectively. Footwear design F_4 , G_3 and H_2 with mean score of 4.57, 5.23 and 5.02 were given second rank, respectively. Design C_4 and D_1 got the second rank with mean score of 5.05 and 4.81, respectively.

Preferences of the respondents for ten selected footwear designs :

The preferences of the respondents for ten selected first ranked footwear designs were taken to know the top ranked six designs which would be used for preparation. The data presented in Table 3 shows that design C_2 got the first rank with mean score of 6.86 followed by design F_5 which was given second rank with mean score of 6.42. Design A_1 with mean score 6.27 was given third rank by the respondents. Fourth and fifth ranks were given to design G_1 and D_6 with mean score of 6.23 and 5.98, respectively. Design H_7 got the sixth rank with mean score of 5.87, respectively.

Details of developed designs of footwear :

Design A_1 (Plate 1) :

It was golden wedge heel party footwear in off

white satin fabric with closed toe, having an abstract design made in golden *zari*. Magenta, turquoise and green colour silken threads was used for embroidery to highlight some parts of design. It was designed from *Jutti* motif 33.

Design A₂(Plate 1) :

It was black high heel open toe footwear, having abstract design in golden *Tilla*. Magenta, turquoise and green colour silken threads were used for embroidery. It was designed from *Jutti* motif 33.

Design A₃(Plate 1) :

It was white and black closed toe footwear completely designed with abstract design in golden *Tilla*. Magenta, turquoise and green silken threads were used for embroidery. It was designed from *Jutti* motif 33.

Design A₄(Plate 1) :

It was black high heel closed toe footwear in black satin fabric with abstract design in golden *Tilla*, Magenta, turquoise and green colour embroidery with silken threads were used. It was designed from *Jutti* motif 33.

Design A₅(Plate 1) :

It was magenta medium heel footwear with closed back, side cut and open toe with golden *Tilla* embroidery, magenta, turquoise and green silken threads were used for embroidery. Base fabric used for embroidery was off white satin fabric. It was designed from *Jutti* motif 33.

Design A₆(Plate 1) :

It was off white colour in satin fabric high heel slipper covering front part of foot. Golden *Tilla*, Magenta, turquoise and green colour embroidery of silken threads were used for embroidery. It was designed from *Jutti* motif 33.

Design A₇(Plate 1) :

It was a black colourchappal in satin fabric with strap having abstract design made with golden *Tilla*,Magenta, turquoise and colour silken threads were used to highlight the parts of design.It was designed from *Jutti* motif 33.

Design B₁(Plate 2) :

It was off white colour satin fabric used on wedge heel footwear, having floral design, made in golden *zari*, magenta, turquoise and green colour silken threads were used for embroidery. It was designed from *Jutti* motif 18.

Table 1 : Codes assigned to different footwear designs

Footwear design code	Style variation code	Footwear design code	Style variation code
A	A ₁	F	F ₁
	A ₂		F ₂
	A ₃		F ₃
	A ₄		F ₄
	A ₅		F ₅
	A ₆		F ₆
	A ₇		F ₇
B	B ₁	G	G ₁
	B ₂		G ₂
	B ₃		G ₃
	B ₄		G ₄
	B ₅		G ₅
	B ₆		G ₆
	B ₇		G ₇
C	C ₁	H	H ₁
	C ₂		H ₂
	C ₃		H ₃
	C ₄		H ₄
	C ₅		H ₅
	C ₆		H ₆
	C ₇		H ₇
D	D ₁	I	I ₁
	D ₂		I ₂
	D ₃		I ₃
	D ₄		I ₄
	D ₅		I ₅
	D ₆		I ₆
	D ₇		I ₇
E	E ₁	J	J ₁
	E ₂		J ₂
	E ₃		J ₄
	E ₄		J ₅
	E ₅		J ₆
	E ₆		J ₇
	E ₇		



Fig. 1 : Developed designs of footwear (A-F) with seven style variations of each (Plate 1-6) Corel Draw X4

Design B₂(Plate 2) :

It was white colour high heel open toe footwear, having floral design. Golden *Tilla*, Magenta, turquoise and green colour silken threads were used. Base fabric used was off white satin fabric. It was designed from

Jutti motif 18.

Design B₃(Plate 2) :

It was white and magenta closed toe footwear completely designed with floral design on off white satin



Fig. 2 : Developed designs of footwear (G-J) with seven style variations of each (Plate 7-10) Corel Draw X4

fabric. Golden *Tilla*, magenta, turquoise and green silken threads were used for embroidery. Base fabric used was off white satin fabric. It was designed from *Jutti* motif 18.

Design B₄ (Plate 2) :

It was black high heel closed toe footwear with floral design in golden *Tilla*. Magenta, turquoise and green colour embroidery with silken threads were used. Base material used for embroidery was black colour satin fabric. It was designed from *Jutti* motif 18.

Design B₅ (Plate 2) :

It was medium heel sky blue footwear with closed back, side cut and open toe. Golden *Tilla*, magenta, turquoise and green colour embroidery with silken threads were used with floral motif. Satin fabric is used as base material. It was designed from *Jutti* motif 18.

Design B₆ (Plate 2) :

It was high heel white colour slipper covering front part of foot. Golden *Tilla*, magenta, turquoise and green colour combination was used for embroidering floral motif. Satin fabric was used as a base material. It was designed from *Jutti* motif 18.

Design B₇ (Plate 2) :

It was high heel peach colour chappal with strap. Golden *Tilla*, on satin fabric was used for some parts of embroidery. Magenta, turquoise and green colour embroidery with silken thread was used for floral motif. It was designed from *Jutti* motif 18.

Design C₁ (Plate 3) :

It was white colour, wedge heel, party wear footwear with closed toe, having geometrical design made on silk fabric. Pink and green colour silken threads were

Table 2 : Preferential choice for developed designs of footwear (n=90)									
Sr. No.	Footwear design code	Score	Mean Score	Rank	Sr. No.	Footwear design code	Score	Mean Score	Rank
1.	A ₁	429	4.76	1	6.	F ₁	373	4.14	4
	A ₂	419	4.65	2		F ₂	289	3.21	6
	A ₃	362	4.02	4		F ₃	377	4.18	3
	A ₄	400	4.44	3		F ₄	412	4.57	2
	A ₅	362	3.91	5		F ₅	486	5.40	1
	A ₆	252	3.42	7		F ₆	299	3.32	5
	A ₇	352	2.80	6		F ₇	287	3.18	7
2.	B ₁	353	3.92	3	7.	G ₁	473	5.25	1
	B ₂	308	3.42	5		G ₂	271	3.01	6
	B ₃	475	5.27	2		G ₃	471	5.23	2
	B ₄	501	5.56	1		G ₄	330	3.66	4
	B ₅	325	3.61	4		G ₅	390	4.33	3
	B ₆	284	3.15	7		G ₆	317	3.52	5
	B ₇	286	3.17	6		G ₇	263	2.92	7
3.	C ₁	371	4.12	3	8.	H ₁	392	4.35	3
	C ₂	471	5.23	1		H ₂	452	5.02	2
	C ₃	255	2.83	7		H ₃	232	2.57	6
	C ₄	455	5.05	2		H ₄	225	2.5	7
	C ₅	338	3.75	5		H ₅	384	4.26	4
	C ₆	271	3.01	6		H ₆	365	4.05	5
	C ₇	349	3.87	4		H ₇	460	5.11	1
4.	D ₁	433	4.81	2	9.	I ₁	347	3.85	5
	D ₂	296	3.28	5		I ₂	452	5.02	1
	D ₃	280	3.11	7		I ₃	242	2.68	7
	D ₄	397	4.41	3		I ₄	261	2.90	6
	D ₅	344	3.82	4		I ₅	357	3.96	4
	D ₆	476	5.28	1		I ₆	414	4.60	3
	D ₇	294	3.26	6		I ₇	445	4.90	2
5.	E ₁	355	3.94	4	10.	J ₁	353	3.92	3
	E ₂	322	3.57	5		J ₂	457	5.07	1
	E ₃	394	4.33	3		J ₃	299	3.32	6
	E ₄	456	5.06	2		J ₄	271	3.01	7
	E ₅	457	5.07	1		J ₅	352	3.91	4
	E ₆	301	3.34	6		J ₆	329	3.65	5
	E ₇	238	2.64	7		J ₇	455	5.05	2

used for embroidery. Golden *Tilla* was used for filling the inner parts of design. It was designed from *Jutti* motif 25.

Design C₂(Plate 3) :

It was black high heel open toe footwear, having geometrical design made in black silk fabric by using Pink and green colour silken threads were used for embroidery. Golden *Tilla* was used for filling the inner

parts of design. It was designed from *Jutti* motif 25.

Design C₃(Plate 3) :

It was white and black colour closed toe shoe completely designed with geometrical design. Golden *Tilla* with magenta and green colour silken threads were used on off white satin fabric. It was designed from *Jutti* motif 25.

Table 3 : Preferences of the respondents for ten selected footwear designs			(n=90)
Footwear design code	Score	Mean score	Rank
A ₁	565	6.27	3
B ₄	490	5.44	7
C ₂	618	6.86	1
D ₆	539	5.98	5
E ₅	417	4.63	8
F ₃	578	6.42	2
G ₁	561	6.23	4
H ₇	529	5.87	6
I ₂	326	3.62	10
J ₂	384	4.26	9

Design C₄(Plate 3) :

It was high heel black colour closed toe footwear completely designed with geometrical design using *Jutti* motif 25. Magenta and green silken threads were used for embroidery on silk fabric. Golden *Tilla* was used to embroider the inner parts of design.

Design C₅(Plate 3) :

It was green colour medium heel footwear designed from *Jutti* motif 25 with closed back, open toe and side cut completely designed with geometrical design. Golden *Tilla* along with magenta and green colour silken threads were used for embroidery on silk fabric.

Design C₆(Plate 3) :

It was high heel black colour slipper covering front part of foot. Golden *Tilla*, magenta and green colour silken threads were used for embroidering geometrical design on black satin fabric. It was designed from *Jutti* motif 25.

Design C₇(Plate 3) :

It was high heel chappal in black silk fabric. Magenta and green colour silken threads were used for embroidering geometrical design on blue silk fabric. Golden *Tilla* was used for inner parts of design. It was designed from *Jutti* motif 25.

Design D₁(Plate 4) :

It was silver wedge heel footwear with closed toe, having geometrical design. Silver *Tilla* with light green and purple colour silken threads were used for embroidery on off white satin fabric. It was designed from *Jutti* motif 11.

Design D₂(Plate 4) :

It was silver high heel open toe footwear, having geometrical design on off white satin fabric. Silver *Tilla* was used for embroidery with light green and purple colour silken threads. It was designed from *Jutti* motif 11.

Design D₃(Plate 4) :

It was silver colour closed toe shoe completely designed with geometrical design. Silver *Tilla* with silken threads of light green and purple colour was used for embroidery on off white satin fabric. It was designed from *Jutti* motif 11.

Design D₄(Plate 4) :

It was high heel turquoise colour footwear, made in white satin fabric. Silver *Tilla* with silken threads of light green and purple colour were used for embroidery. It was designed from *Jutti* motif 11.

Design D₅(Plate 4) :

It was medium heel white colour footwear with closed back, side cut and open toe. Silver *Tilla* with silken threads of light green and purple colour was used for embroidery on off white satin fabric. It was designed from *Jutti* motif 11.

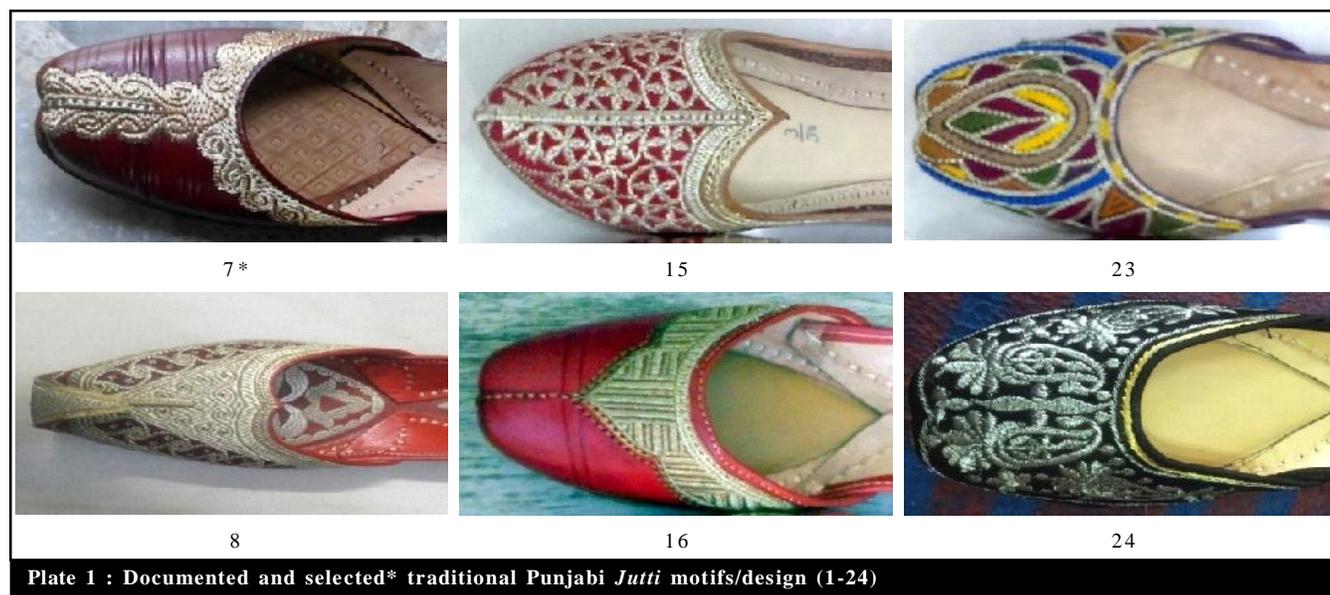
Design D₆(Plate 4) :

It was silver high heel slipper, covering front part of the foot completely designed with geometrical design on off white satin fabric. silver *Tilla* for embroidery was used along with silken threads of light green and purple colour. It was designed from *Jutti* motif 11.



Plate 1 contd....

Contd... *Plant 1*



Design D₇ (Plate 4) :

It was high heel chappal with strap made with geometrical design on off white satin fabric. Silken threads of light green and purple colour were used with silver *Tilla* for embroidery. It was designed from *Jutti* motif 11.

Design E₁ (Plate 5) :

It was dark grey colour wedge heel party wear footwear with closed toe, having floral motif. Golden *Tilla* and red silken thread was used for embroidery on silk fabric. It was designed from *Jutti* motif 9.

Design E₂ (Plate 5) :

It was white colour high heel open toe footwear, with floral motif. Red silken thread with golden *Tilla* was used for embroidery on white colour silk fabric. It was designed from *Jutti* motif 9.

Design E₃ (Plate 5) :

It was white and red colour closed toe footwear with heel designed using floral motif taken from *jutti* motif 9. The colour combination used for embroidery was Golden *Tilla* and red silken thread on off white satin fabric.

Design E₄ (Plate 5) :

Jutti motif 9 it was used to design black colour closed

toe footwear with high heel using floral motif. Red silken thread with golden *Tilla* was used on black silk fabric for embroidery.

Design E₅ :

It was white colour medium heel footwear with closed back, side cut and open toe completely designed with floral motif. Golden *Tilla* and red silken thread on white silk fabric was used for embroidery and *Jutti* motif 9 was used for designing.

Design E₆ (Plate 5) :

It was white high heel slipper in black base covering front part of foot with floral motif. Golden *Tilla* with red silken thread was used on white silk fabric for embroidery. It was designed from *Jutti* motif 9.

Design E₇ (Plate 5) :

A white colour high heel chappal in red base with white silk strap having, floral motif was designed. Golden *Tilla* and red colour silken thread was used for embroidery, *Jutti* motif 9.

Design F₁ (Plate 6) :

It was red colour wedge heel party wear footwear with closed toe, having abstract design with silver *Tilla*. Base fabric used for embroidery was silk. It was designed from *Jutti* motif 5.



Plate 2 : Documented and selected* traditional Punjabi Jutti motifs/design (25-40)

Design F₂(Plate 6) :

Jutti motif 5 was used to design, high heel footwear with closed toe, having abstract design embroidered with silver *Tilla* on black silk fabric. It was designed from *Jutti* motif 5.

Design F₃(Plate 6) :

A black colour closed toe footwear, was designed with abstract motif taken *Jutti* motif 5.

Design F₄(Plate 6) :

It was black colour high heel footwear. Silver *Tilla* was used for embroidering the abstract design on black satin fabric. It was designed from *Jutti* motif 5.

Design F₅(Plate 6) :

It was medium heel footwear with open toe, side cut and closed back, made in blue colour silk fabric. Silver *Tilla* was used for embroidering the abstract design. It was designed from *Jutti* motif 5.

Design F₆(Plate 6)

It was purple colour high heel slipper covering front part of foot, completely designed with abstract design using silver *Tilla*. It was designed from *Jutti* motif 5.

Design F₇(Plate 6) :

It was high heel brown and pink colour chappal with strap, completely embroidered with abstract design using silver *Tilla* designed from *Jutti* motif 5.

Design G₁(Plate 7) :

A white colour wedge heel, party wear footwear with closed toe, having floral motif. It golden *Tilla*, red, blue and green colour silken threads were used for embroidery on satin fabric was designed from *Jutti* motif 19.

Design G₂(Plate 7) :

A black colour high heel open toe footwear, having floral motif. Golden *Tilla*, red, blue and green colour silken threads. Black satin fabric was used for embroidering. It was designed from *Jutti* motif 19.

Design G₃(Plate 7) :

It was red and white colour closed toe footwear

completely designed with floral motif. Golden *Tilla*, red, blue and green silken threads were used for embroidery on white satin fabric. It was designed from *Jutti* motif 19.

Design G₄(Plate 7) :

It was white colour, high heel, closed toe footwear completely designed with floral motif taken from *jutti* motif 19. Red, blue and green colour silken threads were used for embroidery along with golden *Tilla*. In satin fabric off white colour is used for base material.

Design G₅(Plate 7) :

It was white colour footwear with open toe, side cut closed back and medium heel, designed with floral motif, using golden *Tilla*. Red, blue and green colour silken threads. Were used for embroidery was satin fabric. It was designed from *Jutti* motif 19.

Design G₆(Plate 7) :

It was white colour high heel slipper covering front part of foot, with floral motif, embroidered with golden *Tilla*, red, blue and green colour silken threads were used on satin fabric. It was designed from *Jutti* motif 19.

Design G₇(Plate 7) :

It was white colour high heel chappal, with strap in satin fabric embroidered with floral motif. Golden *Tilla*, red, blue and green colour silken threads were used. It was designed from *Jutti* motif 19.

Design H₁(Plate 8) :

It was red colour wedge heel footwear with closed toe. Golden *Tilla* was used with spiral design on silk fabric. It was designed from *Jutti* motif 7.

Design H₂(Plate 8) :

It was black colour high heel footwear with spiral design. Golden *Tilla* is used for embroidery on silk fabric. It was designed from *Jutti* motif 7.

Design H₃(Plate 8) :

It was white and red colour closed toe footwear with spiral design. Golden *Tilla* was used on silk fabric for embroidering. It was designed from *Jutti* motif 7.

Design H₄(Plate 8) :

It was black colour high heel closed toe footwear

having spiral design. Golden *Tilla* is used for embroidery, silk fabric is used as base material. It was designed from *Jutti* motif 7.

Design H₅(Plate 8) :

It was green colour medium heel footwear with closed back, side cut and open toe, golden *Tilla* is used for spiral design to be embroidered. Base material used for embroidery is silk fabric. It was designed from *Jutti* motif 7.

Design H₆(Plate 8) :

It was red colour high heel slipper covering front part of foot, having spiral design. Golden *Tilla* was used for embroidering. Red silk fabric was used as base material. It was designed from *Jutti* motif 7.

Design H₇(Plate 8) :

It was a red colour chappal with strap having spiral design. Golden *Tilla* was used for embroidery. The base material used for embroidery was red silk fabric. It was designed from *Jutti* motif 7.

Design I₁(Plate 9) :

It was light grey colour wedge heel party wear footwear with closed toe, having mango motif. Purple and pink colour silken threads were used for embroidery on satin fabric. It was designed from *Jutti* motif 10.

Design I₂(Plate 9) :

It was light grey colour high heel open toe footwear, having mango motif. Purple and pink colour silken threads were used for embroidery. Silk is used as base material. It was designed from *Jutti* motif 10 (Plate 19).

Design I₃(Plate 9) :

It was black and white colour closed toe footwear designed with mango motif, with silken threads of purple and pink were used on silk fabric. It was designed from *Jutti* motif 10 (Plate 19).

Design I₄(Plate 9) :

It was black colour high heel footwear designed with mango motif on silk fabric. Purple and pink colour silken threads were used for embroidery. It was designed from *Jutti* motif 10 (Plate 19).

Design I₅(Plate 9) :

It was green colour medium heel footwear with closed back, side cut and open toe heel completely designed with mango motif. Purple and pink colour silken threads were used on silk fabric. It was designed from *Jutti* motif 10 (Plate 19).

Design I₆(Plate 9) :

It was white colour high heel slipper covering front part of foot completely designed with mango motif. Purple and pink colour silken threads were used. Silk fabric is used as base material. It was designed from *Jutti* motif 10 (Plate 19).

Design I₇(Plate 9) :

It was white and black colour chappal designed with mango motif on silk fabric. Purple and pink colour silken threads were used for embroidery. It was designed from *Jutti* motif 10 (Plate 19).

Design J₁(Plate 10) :

It was grey colour wedge heel party wear footwear with closed toe, having phulkari motif with blue and sky blue colour of silken threads were used on satin fabric. It was designed from *Jutti* motif 1 (Plate 20).

Design J₂(Plate 10) :

It was high heel light green open toe footwear, having having phulkari motif. Blue and sky blue colour silken threads were used for embroidering the design. Satin is used as base material. It was designed from *Jutti* motif 1 (Plate 20).

Design J₃(Plate 10) :

It was a white and blue colour closed toe shoe designed with phulkari motif on satin fabric. Blue and sky blue colour silken threads were used for embroidery. It was designed from *Jutti* motif 1 (Plate 20).

Design J₄(Plate 10) :

It was high heel sky blue closed toe footwear with phulkari motif embroidered on silk fabric with silken threads of blue and sky blue colour. It was designed from *Jutti* motif 1.

Design J₅(Plate 10) :

It was light peach colour medium heel footwear

with open toe, side cut and closed back, *Phulkari* motif was used with silken threads of blue and sky blue were used for embroidery on silk fabric. It was designed from *Jutti* motif 1.

Design J₆(Plate 10) :

It was white colour high heel slipper covering front part of foot. *Phulkari* motif was embroidered with silken threads of blue and sky blue colour. Silk fabric is used as base material and was designed from *Jutti* motif 1.

Design J₇(Plate 10) :

Jutti motif 1 was used to design red and black high heel chappal. *Phulkari* motif was embroidered with silken threads of blue and sky blue colour. Silk fabric as a base material is used for embroidery.

Conclusion :

The fusion of traditional Punjabi *jutti* and contemporary design elements used in this study is highly appreciated by the respondents. Other products like

household articles, bags, stoles, belts etc. can also be designed by taking inspiration from various sources to cater the growing needs of present day market for innovative products.

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