



Impact of duality in design elements on consumer preferences.

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Abstract: In fashion design innovation plays significant role in influencing consumer preferences. This study explores the impact of duality in design elements on consumer choices, specifically within 18-25 year old females. The research aims to analyze how these dual elements affect consumer perception and preferences. A consumer survey was also conducted to evaluate responses towards garments integrating duality, allowing for a deeper understanding of its role in fashion design. Innovative designs were also illustrated to showcase diverse interpretations of duality. The study investigates whether garments featuring dual design elements influence purchasing behavior or not, thereby testing the proposed hypothesis. The findings will contribute to a border understanding of consumer psychology in fashion and provide insights for designers to create more impactful and appealing garments.

Index Terms – Duality, fashion design, textures, opposite colors.

1. INTRODUCTION

^[5] Dualism refers to the concept where two opposing ideas or elements coexist.^[5] This concept shows the visibility of differences in one frame and the coordinated merging of the opposite elements.^[5] Dualism symbolizes the balance between opposite ends like yin and yang, hard and soft, male and female.^[5] For instance, dualism in fashion design refers to the contrast achieved by combining different materials, colors patterns or styles resulting in a visibly striking and dynamic composition. One of the most common expressions of dualism in fashion is through color contrast. Pairing like black and white or orange and blue creates striking visual appeal adding depth and intrigue to design. Beyond that, color dualism is also evident in fabric choices, particularly in texture contrasts. A classic example is the combination of shiny and matte fabrics, which enhance visual interest by juxtaposing different surface qualities.

In a broader sense, fashion as a reflection of duality can be seen as a synthesis of opposites. The concept is utilized to introduce uniqueness in design by blending contrasting elements, feminine and masculine influences, soft and hard textures or matte and glossy surfaces. The interplay of opposites results in visually compelling and distinctive fashion expressions.

2. NEED OF THE STUDY

Fashion is constantly evolving industry where consumer preferences play a crucial role in shaping design trends. The concept of duality in fashion, complementary elements like texture, colors and fabrics is a creative strategy but its direct influence on consumer choices remains unexplored. This study aims to examine the impact of the design elements in fashion and analyze consumer feedback to determine their effect by exploring garments that integrate duality and identifying the key design elements involved, this research will offer valuable insight into how much designs appeal to young female consumers (18-25 year old), particularly in the party ware segment. These findings will assist fashion designers, brands and stylists in fostering design innovation and creating garments that align within consumer expectations. Adopting a consumer centric perspective, this research will enhance the understanding of fashion psychology, aesthetics and market trends, making it highly relevant in today's dynamic fashion industry.

3. HYPOTHESIS

Garments incorporating duality have no impact on consumer preferences.

4. THEORETICAL FRAMEWORK

The study includes both dependent and independent variables. The independent variables include texture, color, fabric used and party wear, as these elements contribute to the visual and tactile appeal of garments. The contrast or combinations of textures, the interplay of colors and the choices of fabrics influence how consumer respond to duality in fashion.

The dependent variable in this study is consumer preference towards duality in fashion garments, which is assessed through surveys and feedback to determine whether garments incorporating dual design elements influence purchasing decisions. By analyzing these variables, the study aims to provide insight into the role of duality in fashion and its impact on consumer behavior particularly among females aged 18 - 25 years.

5. RESEARCH METHODOLOGY

5.1 Understand garments of duality in fashion design.

5.2 Investigate various design elements that contribute towards duality in fashion garments.

Various design elements contributing to duality in fashion garments were explored, focusing on color contrast, fabric contrast and material combinations.

5.3 Illustrate innovative garment designs showcasing diverse interpretations of duality.

5.4 Conduct a survey

5.5 Analyse their preferences towards garments of dual elements.

6. RESULTS AND DISCUSSION

6.1 The study focuses on female consumers, aged 18 - 25 years as the primary population, as this demographic plays a significant role in shaping modern fashion trends. The research aims to understand their preferences regarding duality and design elements and how it influences their purchasing decisions, particularly in partywear garments. The selected sample consists of young female consumers who actively engage with fashion trends and make purchasing decisions based on aesthetics, comfort and uniqueness.

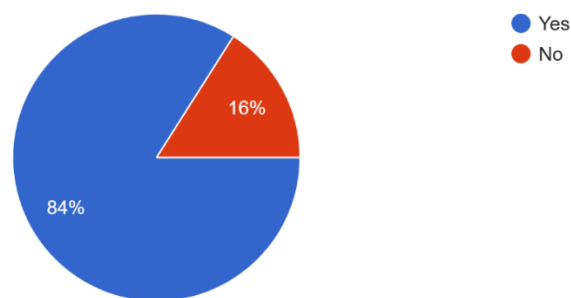


Fig. 1: Familiarity with the concept of duality in fashion garments.

6.2 The responses in Fig 1 indicate that a significant majority (84%) of participants are familiar with the concept of duality in fashion garments while a smaller proportion (16%) are not, this suggests that duality in design is well recognized concept among respondents which could be attribute to the increasing popularity of contrasting elements in modern fashion. The high level of awareness also indicates that consumers might already have preferences regarding duality and design, making them more responsive to garments that incorporate this concept.

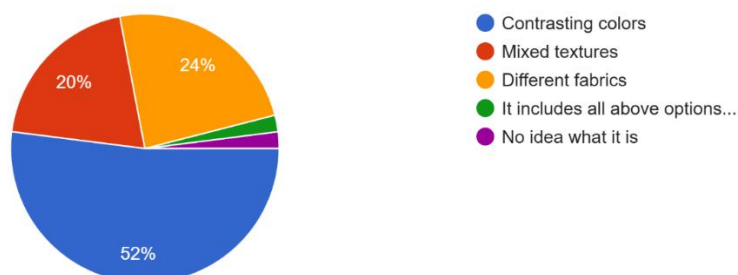


Fig. 2: Design features the remind consumers of duality in fashion.

6.3 Fig 2 displays design features which remind them of duality in fashion, 52% of respondents associated it with contrasting colors, making it the most recognized aspect. Mixed textures were the second most popular choice at 24%, followed by different fabrics at 20%. This distribution suggests that color contrast is the most dominant element people associate with duality, reinforcing the idea that visual contrast plays a major role in consumer perception. These insights can help

designers prioritize color contrast while also incorporating texture and fabric variations to create a well-balanced dual design.

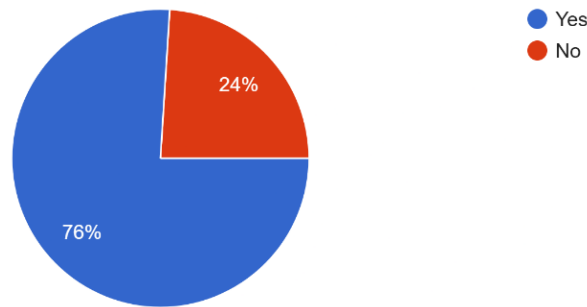


Fig. 3: Consumers that have/have not purchased garments with contrasting design elements.

6.4 Fig 3 indicates that the significant majority 76% of respondents have previously purchased garments featuring contrasting design elements, while 24% have not. This suggests that most consumers are open to or actively seek out contrast in design possibly due to its visual appeal or uniqueness. This data highlights a strong consumer interest in duality in fashion, suggesting that brands and designers incorporating such elements may have a broader market appeal. This suggests that consumers are open to experimenting with garments that incorporate contrasting colors and textures.

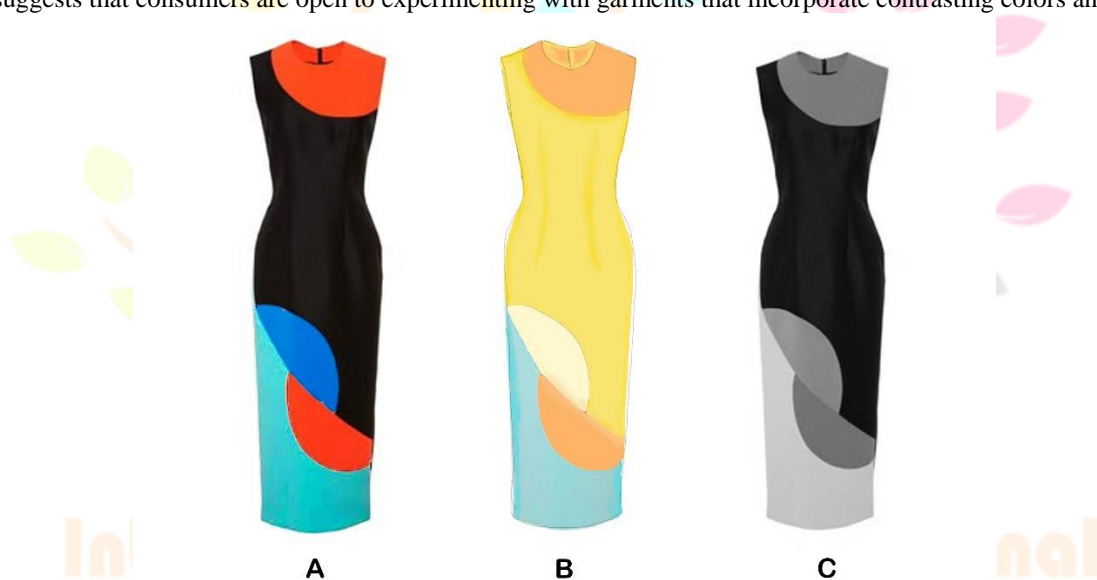


Fig. 4: Three variations of a garment, each embodying a different interpretation of duality through color contrast.

6.5 Option A utilizes bold and vibrant hues like black, red, blue, and turquoise, creating a striking contrast that emphasizes dynamic energy and modernity. Option B explores softer, pastel based duality with yellow, peach, and blue tones, conveying warmth and subtle elegance. Option C presents a monochromatic approach which shares of black, gray and white, representing a minimal yet sophisticated take on duality.

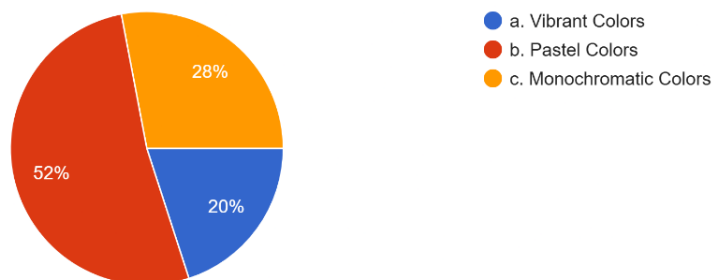


Fig. 5: Type of color palette consumers prefer in garments of duality.

6.6 (Refer Fig.4) This survey result on color palette preferences in garments with duality shows, that pastel colors are the most favored with 52% of respondents selecting them. Monochromatic colors follow at 28% while vibrant colors are the least preferred at 20%. This indicates that consumers are drawn to softer, more subtle color contrast when it comes to duality in

fashion, likely due to their versatility and sophisticated appeal. These preferences reinforce the idea that consumers seek a balance between contrast and harmony in their fashion choices.



Fig. 6: Four variations of a garment, each incorporating different fabric combinations to explore duality in texture.

- 6.7 Option A combines Net and Corduroy, mixing the light sheer feel of net with the firm textured surface of corduroy for a balance of softness and structure.
- Option B blends Net and Leather, pairing the airy delicate net with the sleek bold look of leather for an edgy style.
- Option C uses Fur and Leather, bringing together the soft fluffy texture of fur with smooth elegance of leather for luxurious feel.
- Option D mixes Fur and Sequins, contrasting the rich fur with the sparkle, eye catching shine of sequins for a glamorous look.

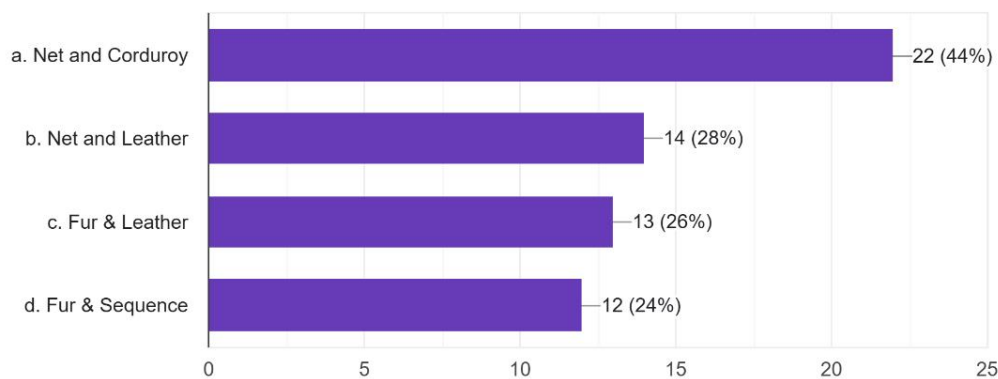


Fig. 7: Preference towards types of contrasting textures in garments of duality by consumers.

6.8 (Refer Fig.6) Regarding the appeal of contrasting textures in garments, the combination of Net and Corduroy emerges as the most popular with 44% of respondents favoring it. Net and Leather follows at 28%, while Fur and Leather 26% and Fur and Sequin 24% are less preferred. The strong preference for Net and Corduroy suggests that consumers appreciate the interplay between delicate and structured fabrics, which creates a visually intriguing yet balanced look. This insight highlights the importance of selecting contrasting textures that offer both aesthetic appeal and practical wearability. Survey results show that young female consumers 18 - 25 years preferred designs that offer both elegance and boldness reinforcing the significance of duality in fashions choices.

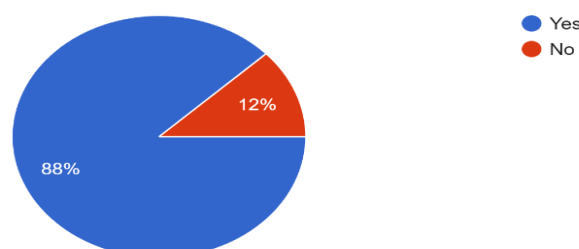


Fig. 6 Duality in design impacts consumers purchasing decisions.

6.9 The survey results indicate that an overwhelming 88% of respondents believe that duality in fashion influences their purchasing decisions, while only 12% feel otherwise. This suggests that consumers are highly drawn to garments that incorporate contrasting elements whether in texture, color or structural design. The strong preference for duality highlights its appeal in making fashion pieces more visually striking and unique, potentially allowing individual to express their style in a distinctive way. For designers and brands this emphasizes the importance of integrating dual design elements to attract buyers.

7. CONCLUSION

Garments featuring dual elements create a dynamic balance offering both aesthetic and functional benefits. The study highlighted how duality in fashion enhances visual appeal by combining contrasting elements like texture, colors and fabrics. The survey indicates that 76% of respondents have previously purchased garments with contrasting design elements demonstrating a strong market for duality in fashion. The 88% majority who believe that duality in design impacts their purchasing choices further solidified this trend. This suggests that consumers are open to experimenting with garments that incorporate contrasting colors and textures.

Among various fabric combinations explore to highlight textural contrast, the pairing of net and corduroy emerged as the most favored, with 44% of consumers expressing a preference for this combination. Additionally, when analyzing color palette preferences in garments showcasing duality, 52% of respondents selected pastel colors as their preferred choice. These insights suggest that consumers are inclined towards subtle yet impactful contrast, favoring softer color schemes paired with distinctive textural blend.

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