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Twentieth Century Female Clothing Approaches in Sri Lanka

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Abstract

The dress of people of a country designates its authenticity and dress of women is utmost decipherable. Twentieth century dress variations of Sri Lankan women were extraordinary compared to the other centuries. Thus, this research focused on the studies of the female dress and the research questions raised were, why females of 20th century Sri Lanka dressed the way they do and what were the influences on the dress preferences of women. Grounded on these queries the objectives of the study were evaluated the 20th century Sri Lankan female clothing fashions and assess the causes that transformed. Twentieth-century Sri Lankan female clothing styles and influences were almost unknown and a little researched. This study was principally focused on evaluating the aesthetic values of female clothing during the 20th century and analyzed in view of the geographic, historical, patriotic, political, ethnic, caste and sexual interactions during that period. The study looks at the revolution in female clothing fashion during the century by focusing on colonial, postcolonial and industrialization periods, dealing with a number of important arguments concerning female clothing approaches in the context of relevant fashion movements. To determine the various clothing fashions and causes of transformation, the approach was inductive qualitative methodology, and this was an observational research. Multiple methods were used to gather raw data and developing propositions and theoretical categories created concepts in order to accomplish the hypothesis. The fashion theories and existing literature of selected theme sustain to manipulate the hypothesis. This thesis makes an original contribution to the field, expanding the understanding of female clothing approaches, fashion behaviour and movements by exploring the phenomenon of fashion. Further, this research study filled the gap in research that existed between the ancient and present periods. By researching the past fashion it is possible to articulate the attitudes and the behaviors of the past people. Thus, consumer preferences on clothing fashion are tied up to the future of the country. The study of the behavioral economics includes how market decisions have been made and the mechanisms that drive public will support to evaluate future predictions of development of the country by analysing consumer preference of

clothing fashion and its growth. Key words are clothing, fashion, female, Sri Lanka and Twentieth century.