



IMPROVE MOISTURE MANAGEMENT PROPERTY IN CASUAL WEAR

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ABSTRACT

The moisture management property is essential for casualwear as it improves the body comfort of the wearer. However, casual wear designer and the product technologist find it difficult in choosing appropriate methods to improve this aspect as lack of published literature based in this product category. The main focus of the study is to suggest appropriate methods to embed moisture management property to improve comfort aspects of the casual wear. First and foremost, the systematic review of literature had conducted to identify and also evaluate the existing moisture management technology which irrespective of the apparel product category. Secondly, the casual wear product review had conducted at key casual wear development center in Sri Lanka to analyze the practical approach of applying MM in casual wear. The qualitative data analysis methods were used to evaluate the literature findings and the product review for existing status of applying MM in casual wear. There were various factors, such as fabric nomenclature and the suitable composition, special finishes and appropriate garment construction methods, which were analyzed to conclude with the appropriate methodology to enhance the moisture management in casual wear. During the study, diversified methods were identified to improve this aspect to certain degree, therefore researchers intend to present probable alternatives to enhance this property in casual wear. The proposed alternatives to improve moisture management were presented as a concept map. The concept map was created by collating the results of the review of the published literature and the review of the product attributes under laboratory conditions. The moisture regain values were mainly used to determine the moisture management property in the selected materials. The concept map was validated using experts who engage with apparel product design and development in Sri Lankan export apparel industry. This concept can be used as a guide by future researchers and scientists to experiment on each technique to innovate scientific solutions to apply on casual wear design and development.

Keywords: Apparel design, Casual wear, Concept map, Moisture management, Moisture regain value.