

# Phulkari Needlework: A Pattern Changes in its Demand over the Year

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**Abstract:** This paper highlights the art of traditional hand Needle work Phulkari that has lost its identity in the past has gained momentum. The demand for Phulkari has witnessed an upward trend in the recent years. Hand Needle work is the heritage of Punjabi culture which seems to be diminishing now days due to its higher cost and slow procedure. Previously Phulkari Needle work pattern were limited to shawls and Odhani / Odhni (head scarves). But over the years it is used to decorate large canvases such as sarees, Lenngha and chudidar kameez. It has evolved from a recreational activity to one of the most important sources of employment for women in Punjab. Demand for variety of Duppattas and Odhani has become a part of Indian Women's wardrobe. The Fusion style of Indo Western wears has introduced a rich blend of traditional hand Needle work along with western wears like Jeans, Gowns and Dresses. Hand Needle work is still in boom when it comes to designer studios and couture wear outfits, due to its beauty and excessive modification possibilities which is rigid in machine Needle work. The study tries to identify the various underling factors that led to the increase in demand of Phulkari in both Indian and Foreign Market. The study identifies the increase in demand on the basis of the data available from reliable sources as a result of the different Phulkari Revival schemes designed to Promote and Preserve Punjab's Traditional Handicraft.

**Keywords:** Apparel, fashion, Tradition, craft, motifs, couture, trend, Culture, Heritage.

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