

## CONSUMER'S ACCEPTANCE AND MARKETABILITY OF DESIGNER BURQA

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### ABSTRACT

*Burqa*, also known as *abaya*, is a long flowing garment that covers the whole body, from head to feet and an important part of the dresses in the Islamic tradition. The present study titled “**Consumer’s Acceptance & Marketability of Designer Burqa**” was conducted on those respondents, who wear *burqa*. They aim at designing *burqa* with all the important features intact and abiding by the religious norms along with few objectives. The existing range of *burqa* has wide varieties, but linen fabric and animal prints has never been used.

So, the designs were proposed, designed and evaluated by the potent customers who showed inclination for buying such *burqas*. These *burqas* have potential market and also accepted by fashion conscious wearer who wants new trends in burqa. Thus, designer *burqa* is an innovative approach for fashion conscious wearer.

**KEYWORDS:** Designer Burqa, Animal Prints, Linen, Fashion, Consumer, Marketability