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A Study on the use of Local Crafts in the fashion Apparel industry in Sri Lanka

Chapter 1-5

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Abstract

This study is critical in finding ways and means to use local craft in the fashion apparel industry in Sri Lanka. If this amalgamation does not happen the local craft may be forgotten and already it is at its last stages. The main aim is to revive the local craft and analyzing on how to sustain it. This study will help find new market opportunities locally and internationally and increase the local export revenue significantly as of countries like Italy and India whose exports have a greater percentage of craft that contribute to their GDP.

The goal of this study is to discover variables that will help achieve the end goal. Using the research approach, it is possible to determine which elements are responsible for the decline of the craft industry. To bridge the gap between the two industries obtained dependable and accurate data that will be reviewed. To further understand the research problem, semi-structured interviews were conducted with both craft and industry experts.

The researcher discovered six major causes that would assist in a sustainable integration of craft to apparel industry. Through his investigation and the discussion of the study, the researcher compares prior research studies to get a thorough insight on how the variable should align. Following which the researcher identifies options and describes in the recommendations.

Keywords: Key legislations/ technological advancements/ customer demand and competitors/ supply chain/ labor efficiency