
“From Craft to Catwalk: Handloom Stories in Modern Silhouettes”- A Study on Creative Applications by Gamcha for Preserving Bangladesh’s Cultural Heritage

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ABSTRACT: The Gamcha, a traditional handwoven cotton cloth indigenous to South Asia, has historically functioned as a utilitarian textile, frequently used for wiping sweat or worn as a headwrap by laborers. In recent years, however, the fabric has garnered significant attention within the fashion industry due to its cultural resonance, colorful geometric patterns, and sustainable, breathable qualities. This exploratory study examines the contemporary creative applications of Gamcha fabric as a method of safeguarding and promoting the cultural heritage of Bangladesh. By tracing the historical evolution of Gamcha from a common functional item to a contemporary fashion element, the research highlights its transformation into a symbol of cultural identity, pride, and craftsmanship. Through qualitative review and literature analysis, findings show that the integration of Gamcha into modern apparel, such as dresses, jumpsuits, and accessories, contributes not only preserving traditional weaving practices but also promoting Bangladeshi cultural narratives on a global platform. Ultimately, the study suggests that the recontextualization of Gamcha in fashion design serves as an effective medium for both cultural preservation and sustainable innovation in the global fashion arena.

KEYWORDS: Gamcha, Heritage, Recontextualization, Creative Innovation, Preservation

I. INTRODUCTION

In the larger context of global fashion, there has been a significant shift toward approaches that value cultural authenticity, sustainable sourcing, and artisanal workmanship. This paradigm change has created opportunities for an integration of traditional fabrics into contemporary design systems, providing not only aesthetic value but also a platform for cultural expression and economic development. The Gamcha is a handloom cotton fabric that has traditionally been used as a utilitarian multifunctional cloth in South Asia, notably in Bangladesh and Eastern India. Traditionally linked with rural and working-class communities, the Gamcha has traditionally served as a towel, headwrap, shoulder cloth, or makeshift carrier. Its lightweight construction, quickdrying characteristics, and breathable weave make it particularly suitable for tropical climates. In recent years, contemporary designers have recontextualized the Gamcha by combining indigenous materials with modern designs. This covers its use in structured clothing, streetwear, futuristic fashion, and even couture ensembles. Designers that use Gamcha in this way not only elevate the significance of a traditional fabric, but also challenge conventional fashion hierarchies that frequently minimize traditional materials (Sen & Roy, 2020). The fabric's adaptability allows it to be tailored to a wide range of silhouettes and functions, from unisex clothes and accessories to interior and lifestyle goods, meeting the rising need for sustainable and adaptive design.

Renowned Bangladeshi designer Bibi Russell has played a pivotal role in elevating the Gamcha from its pastoral roots to international runways. She retains traditional motifs while expanding the fabric's applications—creating Gamcha saris, tops, skirts, bags, caps, and more. The brand *Warez*—led by Mohammad Abdul Wares—has released a Gamcha-based collection featuring setting-appropriate urban apparel such as hoodies, kaftans, tops, skirts, and sarees. These pieces fuse vibrant patterns with modern forms, offering sustainable and fashionable alternatives. Beyond wearable fashion, Gamcha has surfaced in artistic and curatorial explorations. A notable project by Niharika Momtaz entertained Gamcha as wearable art infused with motif-based narratives and artisanal collaboration. Her work featured silk-inspired origami motifs woven into traditional Gamcha by local

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artisans, simultaneously honoring traditional techniques and pushing creative boundaries. These initiatives illustrate how Gamcha is being recontextualized—from its utilitarian essence to an iconic symbol of culture, creativity, and sustainable fashion.

Furthermore, the usage of Gamcha coincides with the ideas of slow fashion and circular design, which advocate for ethical production, local sourcing, and minimalism of waste (Fletcher, 2008). Gamcha, as a handloom product, helps to revive ancient weaving processes while also providing economic prospects for rural artisan groups. This ethical dimension not only adds value to the finished product, but it also emphasizes the need of narrative and transparency across the fashion supply chain. The incorporation of Gamcha into contemporary design also serves as a symbolic act of decolonization, reclaiming indigenous narratives and resisting the homogenization of global fashion trends. It promotes discussion of how ancient knowledge systems might persist and prosper in modern, design-driven economies. Furthermore, by recognizing the Gamcha's origins and giving it a new voice, designers help to preserve cultural history and democratize fashion.

In an era where fashion is increasingly seeking authenticity, sustainability, and cultural resonance, traditional handloom fabrics provide a crucial inspiration for innovation. Among these, Gamcha, a woven cloth with profound roots in South Asian culture, has enormous untapped potential in contemporary design. Gamcha, once considered solely a practical material, is now being reinterpreted by designers as a statement of identity, durability, and workmanship.

II. RESEARCH OBJECTIVES

A. Identify New Applications for Gamcha Fabric

The primary objective of this research is to explore innovative ways of utilizing Gamcha, traditionally used as a simple cotton towel, within the realm of fashion apparel. By transforming this culturally significant fabric into contemporary outfit the study seeks to present Gamcha as a viable and distinctive material for global fashion markets.

B. Promote Bangladeshi Cultural Heritage Internationally

This research aims to showcase the Bangladeshi Gamcha on an international platform, emphasizing its artisanal value and the traditional natural dyeing techniques used in its production. Although this fabric is cheaper than some other stripe fabrics due to its handcrafted nature, this uniqueness enhances its value as a heritage textile.

C. Contribute to Bangladesh’s Textile Industry Growth

As a leading textile-producing nation, Bangladesh stands to benefit from the creative repositioning of Gamcha. By integrating this handloom fabric into contemporary fashion, the study aims to offer designers a new source of inspiration -one that blends heritage with modern aesthetics. This can support the diversification of the fashion market and encourage both local and global interest in handcrafted fabrics.

D. Encourage Sustainable and Accessible Design

The Gamcha is widely available in Bangladesh, making it both economically accessible and suitable for sustainable fashion initiatives. The adaptability of its fabric and handwoven patterns offers designers a versatile medium -capable of meeting varied design needs, while also reducing reliance on synthetic or mass-produced textiles.

III. LITERATURE REVIEW

Previous research has emphasized the importance of traditional textiles in maintaining cultural identity (Ahmed, 2018). Gamcha, in particular, has been studied for its symbolic representation of Bangladeshi rural livelihood (Rahman, 2020). Studies by Islam and Karim (2019) highlight how regional weavers have adapted Gamcha designs to meet modern fashion demands. Furthermore, the integration of traditional fabrics into contemporary fashion has been recognized as a strategy for cultural sustainability (Smith & Jones, 2021). Recent years have witnessed a growing trend in contemporary fashion wherein traditional textiles are reimagined within modern design frameworks to promote cultural sustainability and ethical practices. Designers globally are increasingly turning to indigenous crafts to infuse authenticity and meaning into their work. For instance, South Asian designers like Rahemur Rahman have successfully recontextualized heritage materials such as block-printed fabrics in modern menswear, emphasizing sustainable production and cultural storytelling (Vogue, 2022; Wikipedia, 2025). This merging of the traditional and contemporary underscores a broader movement towards fashion rooted in identity, community, and eco-consciousness. Incorporating heritage textiles into modern apparel not only preserves artisanal crafts but also counteracts the homogenizing trends of fast fashion (Smith & Jones, 2021).

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Gamcha, deriving from the Bengali words *ga* (body) and *mucha* (to wipe), originally referred to a utilitarian cotton towel used as headgear, scarf, or handkerchief across the Indian subcontinent especially in Bangladesh and Eastern India. The fabric’s prominence lies in its cultural versatility and everyday utility. It symbolizes simplicity and labor, and its lightweight, breathable cotton composition suits the region’s climate perfectly. The checkered and striped patterns, often in vibrant reds, greens, or more minimalist whites with borders, reflect stylistic diversity across regions. Compared to heritage textiles like Jamdani (UNESCO recognized) and Muslin (with GI status), Gamcha has historically been underrepresented in high fashion. Nevertheless, recent interest in sustainable and ethnic fashion has led to its revival. Gamcha’s return is marked by its adoption by young Bangladeshi designers aiming to merge traditional aesthetics with urban attire. Applications now include shirts, accessories, canvas shoes, and even casual hoodies—each leveraging the fabric’s texture and vivid palette (Daily Star, 2024). At institutions like BUFT, student designers are creating punk-infused Gamcha ensembles, incorporating eco-friendly dyes and zero-waste methods that make Gamcha not just stylish, but socially conscious and sustainable (New Age BD, 2025). Fashion visionary Bibi Russell played a seminal role in elevating Gamcha’s stature in fashion, turning it from a humble towel into runway fascinations. Her reinterpretation spotlighted the artisanal craftsmanship and supported weavers’ livelihoods. The Gamcha’s revival also aligns with broader narratives of cultural reclamation. Young designers’ harness Gamcha’s traditional aesthetic in minimalist and punk fusion styles, creating garments that are expressive yet rooted in heritage.

Similar traditional textiles, such as Grameen Check, have boosted rural economies in Bangladesh by providing stable income to cottage industry weavers (Wikipedia, 2025). By extension, the resurgence of Gamcha can similarly revitalize rural weaving communities and incentivize the preservation of handloom techniques. Gamcha’s use of natural cotton, its affordability, and low environmental footprint align it with contemporary demands for sustainable and inclusive fashion practices (Daily Star, 2024; Business Habit, 2023). Novel computational methods are emerging to preserve and innovate on traditional weaving techniques. For example, AI-driven tools have been developed to generate Jamdani motifs using generative adversarial networks (GANs) (Shawon et al., 2022). More recently, deep learning models have been employed to design handloom fabrics, demonstrating potential for digitally driven design that honors heritage aesthetics while enabling new creative processes (Bhattacharjee et al., 2025). While these studies focus on Jamdani, similar approaches could be adapted for Gamcha, merging tradition with technology. The literature illustrates an evolving appreciation for traditional textiles in contemporary fashion, underscoring their cultural, economic, and sustainable value. Gamcha, historically a functional fabric, is experiencing renewed relevance through creative reinterpretations, designer-led revival, and academic interest inspiring sustainable, culturally grounded fashion innovation. The integration of Gamcha fabric, especially in the context of modern fashion, is still largely unexplored, despite growing interest in sustainable fashion and the resurgence of traditional textiles. Gamcha’s cultural heritage and traditional significance have been the subject of several studies, but barely any study has been done on how contemporary designers are creatively repurposing this fabric or the challenges associated with its expanding use in the global fashion industry. Furthermore, Gamcha receives limited attention in research since famous textiles like Jamdani and Muslin are regularly highlighted in contemporary fashion discussion. This gap indicates the need for more research that investigates at contemporary Gamcha design methods and evaluates their potential for long-term cultural preservation, sustainable development, and commercial viability.

IV. RESEARCH METHODOLOGY

In this study, a qualitative exploration method was used to learn all about how Gamcha fabric is used today and why it is important for preserving cultural history. The study relied heavily on secondary materials, including academic journals, books, apparel business reports, and internet databases on sustainable fashion and traditional textiles. In addition, a visual content analysis of contemporary fashion pieces and collections using Gamcha was done.

A. Data Collection

Secondary data were acquired from scholarly journals, library archives, fashion magazines, and reputable web sources. Furthermore, interviews and publicly available presentations by fashion designers known to incorporating Gamcha in their work (e.g., Bibi Russell) were reviewed to gain firsthand perspectives on design motivations and cultural influences.

B. Sampling Technique

A purposive sampling method was used to select specific fashion collections and case studies where Gamcha was prominently featured. This selection highlighted designers and brands from Bangladesh and South Asia that have incorporated Gamcha into modern apparel, accessories, and home decor. The sample also comprised academic case studies and projects carried out by fashion students and local handcraft organizations.

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C. Data Analysis

Thematic content analysis was employed to identify recurring patterns and extract meaningful insights from the qualitative data. Key themes that emerged including cultural symbolism, contemporary design innovation, economic empowerment, and sustainability. These themes were systematically categorized to align with the research objectives.

Additionally, Gamcha-based products were examined to trace design trends, aesthetic patterns, and market appeal. To contextualize the findings within a global framework, Spring/Summer 2025–2026 Western fashion trends were reviewed using reputable fashion reports and news publications. This analysis revealed that the year 2026 will be characterized by a strong emphasis on sustainability and elevated craftsmanship an aspect that directly supports one of the central objectives of this study.

D. Ethical Considerations

Since this study is based on secondary data, ethical considerations included proper citation of sources and respect for intellectual property. Any designer statements or visual materials referenced were duly credited. No primary human subjects were involved, eliminating the need for informed consent procedures.

This comprehensive methodology ensured that the study could effectively explore how Gamcha fabric is being creatively repurposed in contemporary fashion, and how these practices contribute to cultural preservation.

V. DISCUSSION OF RESEARCH

A. Gamcha's Prospects for 2026 and Beyond

Global fashion trends are expected to embrace authenticity, sustainability, and cultural storytelling more and more in 2026 and beyond. These themes greatly support the revival of traditional fabrics like Gamcha. According to industry projections, by 2026, about 60% of customers globally would actively prefer sustainable apparel, increasing demand for environmentally friendly, culturally-based textiles over mass-produced substitutes.

According to parallel market studies, the sustainable fashion sector, which is presently worth billions of dollars, is expected to keep growing over the next several years. Additionally, Spring/Summer 2026 design trends highlight handcrafted surfaces, natural materials, and careful consumption, highlighting the continued significance of traditional woven textiles in contemporary designs. 2026 fashion trends will embrace bold self-expression, sustainability, and a mix of comfort and sophistication. Expect to see a focus on innovative designs, vibrant colors, and experimental textures, with a strong emphasis on personal narratives through clothing. Key themes include fluidity, connection with nature, and elevated craftsmanship. The fashion color palette for 2026 will be expected to represent significant cultural and psychological changes throughout the world. Transformative Teal will reflect shifting views brought about by the climate crisis and a demand for environmental rejuvenation, whilst Electric Fuchsia will react to the emergence of artificial intelligence with a lively, multimodal, almost psychedelic edge. Blue Aura will emerge as a symbol of gender equality and trans-seasonal adaptability, emphasizing fluid identity and timeless fashion. Amber Haze will represent a growing desire for spirituality, sincerity, and old knowledge (Figure 1).



FIGURE 1 SPRING SUMMER 2026 TREND COLOR, CREDITS WGSN

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Finally, Jelly Mint will symbolize the joyful and nostalgic character of the 'kidult' generation—those who are half teenager, half adult embracing cuteness, optimism, and emotional comfort. Together, these colors illustrate how fashion in 2026 will be a powerful mirror of cultural evolution and emotional expression (Figure 1).

In Figure 2 the Italtex Trends forecast for Spring/Summer 2026 highlights a refined integration of sophistication, functionality, and sustainability in womenswear fabrics, presenting a textile direction that balances modern versatility with timeless elegance to meet the needs of contemporary lifestyles. The forecast emphasizes a carefully curated selection of textured, fancy, and plain fabrics designed for jackets, trousers, skirts, suits, and shirts, while also embracing innovation in material composition and design. Key fabric categories include textured surfaces, characterized by raised weaves, 3D jacquards, multiple checks, slub yarns, and crinkle effects that provide depth and dimension suitable for tailored jackets and statement skirts, and plains and minimalist weaves, comprising smooth cottons, silks, and blends that serve as foundation fabrics for shirts, fluid trousers, and versatile layering pieces. In terms of application, the report underscores sophisticated new classics that reinvent tailoring with lightweight wool blends and polished cottons, sustainable practices prioritizing organic cottons, recycled polyesters, plant-based fibers, and low-impact dyeing, as well as functional fabrics offering wrinkle resistance, quick-dry properties, and UV protection, thus aligning with global consumer demand for both practicality and responsibility in fashion.(Figure 3)



Figure 2 Fabric Trend Forecast for Ss 26 Womenswear and Menswear

SOURCE: italtex ss 26 fabric and color trend forecast



Figure 3 Reference Pictures For 2025-26 Fashion Silhouette and Fabric Trend

SOURCE: Sachin & Babi 2025 Vogue Runway,

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JACQUEMUE READY TO WEAR 2025, VALENTINO SPRING 2025, SOFIA GRAINGE, LAUNCHMETRICS SPOTLIGHT

Overall, the Italtex Trends selection for Spring/Summer 2026 and referred pictures from runways (Figure 2 & 3) embodies a dual spirit of refinement and adaptability, enabling designers to create collections that merge aesthetic sensibility with conscious innovation, spanning from boardroom-ready tailoring to dynamic sportswear influences. Extending this framework within a cultural context, the author explores the integration of Bangladeshi Gamcha cotton fabric into contemporary womenswear, conceptualizing three outfits—fusion wear, casualwear, and occasion wear—each designed to reflect versatility and cultural relevance while promoting sustainability and preserving traditional identity.

B. Approaches taken to revive the historic handloom sector in contemporary fashion trends

The revival of the traditional handloom sector within contemporary fashion trends relies on a variety of techniques that merge cultural heritage with modern design sensibilities. In order to keep traditional weaves relevant to contemporary markets, designers are increasingly incorporating creative color schemes, experimental forms, and versatile textures into their designs. For instance, Indian Khadi has been rebranded as a symbol of sustainability and slow fashion, with major designers such as Sabyasachi and Anita Dongre incorporating it into luxury collections that appeal to global consumers (Sinha, 2021). Similarly, Bangladeshi Jamdani, once considered a declining craft, has witnessed a resurgence through initiatives that fuse traditional weaving techniques with modern cuts and ready-to-wear designs, supported by government programs and collaborations with fashion houses (UNESCO, 2020). These approaches not only revive traditional weaving practices but also position them within the broader discourse of sustainable and ethical fashion, ensuring their adaptability in global contemporary fashion markets. (Exploring the revival of traditional Handloom techniques in contemporary fashion trends in emerging technologies and sustainable finance.

Design 1: Empire Waist Gown with Multi-Peplum Layers : This design (Figure 4) is an empire high-waist dress for women has a scoop U-shaped neckline at the front, accented by short puffed sleeves with numerous pleats to provide volume. The bodice has a center-front open-cut design and a gently fitting, curved waistline to emphasize the physique. The skirt starts with a straight, fitting form down to the knees, then gradually flares out. The lower section features multiple peplum-style layers with cascading pleats that flow elegantly to the hemline. Peplum, which was formerly linked with cringe-worthy 2000s style, is making a comeback in 2026.



Figure 4 Empire Gown With Peplum Layers

Some of the industry's largest brands, like Khaite, Alaïa, Jil Sander, and Magda Butrym, support the contentious silhouette. It's also worth noting that the flared-out hemline has already made an appearance on the street style scene, being photographed during both Paris Couture Week and New York Fashion Week. However, this full-length gown with light blue and red Gamcha check fabric

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combines sophistication with a modern, playful twist, highlighting the waist while adding dramatic volume to the lower portion, resulting in a design that is both elegant and striking which can be adorned in any semi formal or casual party occasion.(Figure 4)

Design 2: Fusion outfit with Flounce Sleeves: In figure 5 the H line silhouette costume with a mix of red- green check gamcha pattern and khadi fabric has a deep V-shaped neckline and a wide-leg bottom, combining elegance and ease of movement. Elastic tape is used in the high bust area to make the garment comfortable for women of different sizes. Teal khadi panels flows down the front and back, breaking up the plaid design and adding length with precise vertical lines. These subtle cut lines add texture and visual appeal.



Figure 5 Jumpsuit Style Fusion Outfit

The circular flounce sleeves are finished with elasticized wrists, gathering into soft ruffles that enhance comfort and give the outfit a playful, feminine touch. The lower layer shows through in a complementing plaid fabric, providing depth and movement. From the back, the pattern continues with a mix of plaid and teal panels, ensuring balance and harmony throughout the item. This contemporary costume is versatile and appropriate for casual social occasions or fusion events. It seamlessly integrates ethnic craftsmanship with modern elegance, resulting in a striking, statement-making appearance. (Figure 5)

1. Design 3 : Halter-Neck Draped Gown : Figure 6 is a dramatic full-length gown that seamlessly merges bold traditional patterns with a flowing modern silhouette. The main body of the dress is crafted from handwoven striped Gamcha fabric in vivid shades of red, green, navy, and arranged in horizontal bands that give the garment a vibrant and textured appearance. This design has a halter neckline with a strap that wraps beautifully around the neck to highlight the shoulders and upper back. The bodice is fitted and molded with a sweetheart-style curving top edge, resulting in a feminine and sculpted appearance.

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Figure 6 Halter Neck Gown With Multiple Panels & Cascades

From the waist down, the skirt flares out in panels that combine the striped fabric with deep navy inserts, creating volume, movement, and a striking contrast. An asymmetrical draped overlay cascades from the waist to the hemline, bringing fluidity and dynamic movement to the overall design. The floor-length hem is extended on one side, allowing the draped panel to flow elegantly and create a dramatic side sweep effect. The mix of structured woven patterns with soft, cascading layers gives this outfit a unique blend of cultural authenticity and contemporary sophistication (Figure 6).

Designs 1 and 3 (Figure 4 & 6) are crafted entirely from traditional Gamcha fabric, highlighting its vibrant woven texture while transforming it into fully contemporary silhouettes. In Design 2, (Figure 5) Khadi fabric is thoughtfully integrated to create a subtle cut line, adding contrast, depth, and visual intrigue while still harmonizing with the Gamcha aesthetic. Collectively, these three designs embody the primary direction of global fashion trends for 2025–26, which emphasize sustainability, cultural fusion, and relaxed elegance. The collection embraces traditional handwoven materials within flexible, modern shapes—such as wide-leg constructions, elasticated waists, and minimalist lines, resulting in garments that are both distinctive and versatile, suited for casual wear as well as festive occasions

C. Merging Traditional Fabric and Global Fashion Trends to Uphold Cultural Heritage and Craftsmanship

The fusion of ancient Gamcha cloth with contemporary global fashion trends symbolizes a meaningful intersection of legacy, craftsmanship, and creativity. Traditionally known for its lightweight texture, colorful check patterns, and affordability, Gamcha has long been an essential part of daily life, embodying both practicality and cultural identity. In recent years, however, it has undergone a powerful transformation—evolving from a purely functional fabric into a celebrated element on international fashion platforms. This transition mirrors broader industry movements where sustainability, cultural storytelling, and craft preservation drive design innovation.

In this study by reinterpreting Gamcha into modern forms such as gowns, jumpsuits, layered dresses, and fusion wear, author tries to revitalize heritage while positioning it within the global fashion conversation. This evolution highlights fashion’s role as a bridge, connecting local traditions with international relevance. At the same time, the use of Gamcha empowers Bangladeshi artisans by preserving traditional weaving techniques and ensuring their transmission to future generations. In spite of this, incorporating Gamcha into contemporary fashion aligns with the growing global demand for authenticity, handcrafted excellence, and environmentally conscious design. Through innovative styling, this fabric becomes more than material—it stands as a symbol of cultural identity, resilience, and sustainability, reinforcing the idea that traditional craftsmanship can thrive in the modern fashion landscape.

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VI. LIMITATIONS OF THE STUDY

While this study sheds light on the contemporary application of Gamcha fabric, it is limited by its reliance on secondary data sources, which may not fully capture the most recent industry developments or the perspectives of designers and consumers directly engaged in Gamcha-based fashion. Additionally, the study is primarily qualitative in nature, lacking quantitative evidence to evaluate the economic impact or measure broader market acceptance of Gamcha products. Future research could strengthen these findings by incorporating primary data collection methods, such as surveys, interviews, or focus groups, to provide more nuanced insights. Expanding the geographical scope to include global perspectives would also enrich the analysis, offering a more comprehensive understanding of Gamcha’s position within the evolving international fashion landscape.

VII. CONCLUSION

As the fashion industry shifts toward sustainability and cultural authenticity, the Gamcha emerges not just as a regional cloth, but also as a symbol of significant creative innovation. Its transition from a simple, practical textile to a sophisticated fashion fabric captures the spirit of current global trends that are steeped in tradition yet reinterpreted for the future. In the context of the 2025-26 fashion environment, Gamcha provides a distinctive blend of vibrant patterning, breathability, and hand-crafted appeal that perfectly matches the global need for handcrafted, story-rich clothes. Designers are increasingly seeking materials that convey a message, and Gamcha provides precisely that: a story of heritage, craft, and regional identity that can be translated into globally appealing silhouettes. When paired with modern cuts, minimal forms, or mixed methods such as draping, layering, or mixing with khadi, it acquires a new life — one that resonates beyond borders. Its adaptable weave and vibrant colors palette make it ideal for a variety of items, including structured jumpsuits and layered dresses, resort wear, and everyday casual pieces. Furthermore, the usage of Gamcha directly addresses the rising customer demand for conscious fashion. Fashion designers that use this sustainable, traditionally woven fabric into contemporary design not only promote local craftsmen and maintain craft traditions, but they also contribute to an across borders trend toward slow fashion and ethical sourcing. This is consistent with major industry projections that identify craftsman resurrection, regional textiles, and cultural hybridity as essential pillars. In conclusion, the Gamcha holds immense potential to become a hallmark of future global fashion not just as a textile, but as a cultural statement. Its integration into modern silhouettes bridges the gap between heritage and innovation, offering the industry a vibrant, sustainable, and emotionally resonant material. As contemporary fashion continues to champion authenticity and ecoresponsibility, Gamcha is poised to transition from regional staple to international style icon, inspiring designers and consumers alike to wear tradition proudly in a forward-looking world.

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