



**THE ACCEPTABILITY AND EFFECTS OF SEQUINS AND STONES ON
CLOTHING BY WOMEN IN THE NORTH-WEST NIGERIA**

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Abstract

Socio-cultural factors play a significant role in the design, acceptability and effects of certain clothing. This study was conducted to determine the rate of the acceptability and effects of women clothing designed with sequins and stones in north-western Nigeria. The population of the study comprises of female civil servants from north western Nigeria, total or 27,092. The sample population was 542 obtained through the proportional sampling of 2% from each state, 501 questionnaires were retrieved from the respondents. The instrument for data collection was a researcher designed questionnaire and a score card. The mean score was used to answer the research question while a t-test was used in testing the hypothesis. The finding revealed that significant differences exist in the acceptability of clothing designed with sequins and stones and those without. Based on the finding, it was concluded that such clothing was accepted by women in the north-western Nigeria. Similarly, it shows a significant effect on women clothing with a mean score of 2.46 for women clothes without sequins and stones and a standard deviation value of .505.

Keywords: Sequins and stones, cloth design, acceptability, fashion

Introduction

The study investigates designs and the rate of the acceptability of women clothing designed with sequins and stones in Northwest Nigeria. Clothes design is the art of the application of design and aesthetics or natural beauty to clothing and accessories. Fashion design is influenced by culture and social attributes and has varied over time and place. In many societies, norms about clothing reflect standards of modesty, religion, gender and social status. The word 'sequins' is said to be the French derivation of the Italian Zecchino, a pure gold coin minted by Venetians in 1284 AD. *Zecca* is a mint from Arabic *Sikkah*, a minting die, meaning ornamental disc or spangle. Coins known as sequins were used for centuries throughout the Mediterranean, especially near the Persian Gulf. In the cultures where these

sequins circulated, the custom of stitching sequins and similar coins to women's clothing originally rose as a way to display (and store) family wealth. It was this ancient custom that led to the use of sequined fabric and trims in modern fashion and expanded the definition of sequin beyond coins to include this particular type of decoration (Kerwin, 2004).

Sequins and Stones

Sequins and stones, by tradition, does not fit into clothing culture of the people of the north-western states of Nigeria, particularly women, who by tradition were protected from men's gaze and by the nature of their environment, which is mostly hot and dry. They wear only two wrappers, one worn from the chest and the other cover from the head. As the society becomes more developed, a greater variety of styles of clothing became available. Weber (1990) suggested that people rely on clothing to gain a higher rank in the society along with social acceptance and peer approval. Many elites in Nigeria wear attire that marks them out. Sequins and stones design is applied design used on the surface of garment, which does not alter the shape of the silhouette. Sequins and beads are probably the most effective way of transforming a simple pattern into rich exotic designs. Stones are gleaming and coloured crystal cut like precious stones and easily sewn to the materials through holes in the stone and metallic settings. Sequins, also called diamantes or spangles, are disk-shaped, flattened beads frequently used to embellish clothing and costumes. Attached to women clothing, they displayed family wealth and contributed to the women's status. Dorst and Dijkhuis (1995) states that sequins are available in a wide variety of colours and geometrical shapes, which are commonly used on clothing, jewelry, bags, shoes and lots of other accessories. Neal (1993) said that sequin beads and stones are used to make the most stimulating and fascinating embroidery work and manufacturers constantly produce new ones in conjunction with fashion creators.

The Uses of Sequins and Stones

In today's fashion industries, many well known fashion designers prefer decorating dressing, using mostly sequins. Evening wear, wedding gowns, and party wear are mostly decorated with sequins due to their fluttering affects. Thus, there are various uses of sequins in the fashion industry where the designer uses his/her imagination and brings out the best on

his/her creation. For Douglas (2011), the popular uses of sequins and stones on women's garment includes:

- i. Trimming veils, scarves, skirts, etc.
- ii. Embellishing costumes and masks.
- iii. Embellishing special occasion clothing, such as a wedding or other formal gowns and shoes.
- iv. Creating clothing accessories, such as headband and bags

Sequins and stones can also create many effects on clothing articles and the wearer. Then add richness to clothing articles:

- i. Adding glitters to garment especially evening dresses.
- ii. Adding elegance to women's dress.
- iii. Boosting one's morale in the society.
- iv. Giving the wearer a high societal status.
- v. Giving the wearer a flashy look.
- vi. Giving the wearer the feeling of dignity and formality.

Guy and Baniun (2000) carried out a research on personal collection, women's clothing use and identity. The research explored women's relationship with clothes within a theoretical discourse about fashion. Although the study is not specific, it worked on their relationship with clothing generally. This paper is specifically working on sequins and stones designed clothes for women.

In north-western Nigeria, the main method of decorating women blouses was by hand or machine embroidery stitches and using trimmings like lace, bias bindings, Robbins, decorative buttons and rick-racks. As fashion came with more flashing and bold designs, the need to conduct research on the acceptability of sequins and stones design on women clothing becomes crucial.

The Clothing Theory

It is generally agreed that clothing is a basic human need. There are many theories on why people began to wear clothes. Although several theories of clothing have emerged to explain why people wear clothes, the adornment theory is the first consideration of the researcher on this study to produce women's garment designed with sequins and stones as a method of decoration, because the theory stresses that clothing is worn for beauty's sake and people wear clothing to decorate or adorn the body according the standards of their culture. This theory is based on the fact that human beings first felt the need to make themselves more attractive and develop ways to do so. People started painting or decorating their bodies a long time ago before they began to wear clothes. According to Anikweze (2010), the need to make oneself attractive with clothes and adornment has been on the increase.

Conventional Clothing

People in north-western Nigeria normally consider the use of sequins and stones as appropriate only for royal regalia and special garments for special people. Many people feel that sequins and stones cannot be used in constructing conventional clothing or on our locally produced fabrics, like *atampa*, tie-dye or even woven fabrics because the concept has been attached to royal costume. Weber (1990) observed that through the ages women wear has remained basically the same, except that modernity has come to influence fashion trends. One of such trends is the use of sequins. For this, it is necessary to understand that fashion is relevant, relative and dynamic. This study is, therefore, carried out in view of the need to examine the design and level of the accessibility of sequins and stones in clothing among women in north-western Nigeria.

Methodology

For the purpose of the research, the survey method was used to collect data for the study with the use of a researcher's designed structured questionnaire, score card and constructed clothing items, which helped respondents in answering the questionnaire and the score card. The population for this study was 27,092 female civil servants from the seven states of the north-western Nigeria. The sample for the study was selected from the seven states. Purposive sampling method was adopted to select only female civil servants within the target

states. Proportional sampling technique was used to select 2% of the females from each state for the study. This is in line with Sambo (2005) who recommended that for a population of about 10,000 and more, 2% of the population could be used as a sample.

Table 1: Population and sample size for the study

<i>Sn</i>	<i>States</i>	<i>No. of Female Civil Servants</i>	<i>Sample Selected</i>
1	Jigawa	940	19
2	Kaduna	9346	187
3	Kano	6620	132
4	Katsina	3450	69
5	Kebbi	1841	37
6	Sokoto	2405	48
7	Zamfara	2490	50
Total		27092	542

The data collected were scored using the Likert scale and percentages were used to analyze the response in Section A of the questionnaire, which is personal data of the respondents, while for the responses of Section B (design and acceptability of sequins and stones on clothing), t-test was used to analyze the data collected at the 0.05 level of significance for acceptance or rejection.

Results and Discussions

Research Question 1: What is the rate of the acceptability of women clothes designed with Sequins and Stones among the women civil servants of north-western Nigeria?

Table 2: Analysis of the rate of acceptability of women cloth designed with sequins and stone and those without

Variables	Cumulative scores	Scores	Mean scores	Decision	Remark
Clothing design with sequins and stones		1211	2..8	2.8 > 2.5	Highly accepted
Clothing's designed without sequins and stones	1742	531	1.2	1.2 > 2.5	Not accepted
Total		1742	4.0		

Source Field Survey, 2016

Table 3: T-test analysis on difference on acceptability of cloths with sequins and stones and those without

Groups	n	mean	STD dev.	Stderr mean	t-cal	t- value	dfr	sig. (2 tailed)
Clothing with SS	501	2.8	0.611	0.027	3.41	1.96	1000	.000
Cloths without SS.	501	1.2	0.329	0.015				

SS= sequins and stones.

Result of the analysis of difference in the rate of acceptance of the two types of clothing designed revealed a cumulative score of 1742 with 12.11 for clothes designed with sequins and stones and 531 for those without ss. The mean score of cloths designed with ss was greater than the index score for agree ($2.8 > 2.5$), while the mean of clothes designed without ss was less than the benchmark for agree ($1.2 < 2.5$). The analysis, therefore, shows women in north-west Nigeria accept clothes designed with sequins and stones more than those without.

The finding of the null hypothesis shows that a significant difference exists on the rate of acceptability. The findings are supported by Steele (2002) who said that people all over the world like to follow fashion. In line with Ezema (1996), he also supported the findings of the study saying that women all over the world want to look elegant, and flashy and can follow the fashion trend for that reason.

Research Question 2: What are the effects of sequins and stones design on women clothing in north-western Nigeria?

Table 4: Analysis of effect of sequins and stones design on women clothing

Effect of sequins and stone on women clothing	Total score	Agree	Disagree	Mean score	Decision	Remark
	1621	1465	165	3.6	$3.6 > 2.5$	Sequins

Table 5: Result of test of null hypothesis is presented in this table

Test of effect of sequins and stones on women's clothing in north west Nigeria	Mean	Std. dev.	N	r-cal	r-crit	Sig. 2tail
Women cloth design without Sequins & Stones	2.46	.505	501	.218	.195	.000
Women cloth design with Sequins & Stones	2.25	.813	501			

The research was carried out in order to find out the effects of sequins and stones design on women clothes in the north-western Nigeria. Based on the research question formulated and the corresponding null hypothesis, the finding revealed that sequins and stones have significant effects on women clothing with a mean score of 2.46 for women clothes without sequins and stones and a standard deviation value of .505. The calculated value was greater than the critical value (.218>195). This result is in agreement with Douglas (2011), who mentioned that sequins and stones add sparkles and glitter to women clothes. They also give a flashy look and elegance to the wearer. Goodman (1999) also suggested that one can add sequins to clothing to create a little flash of colour and sparkling effects to the wardrobe.

Conclusion

The purpose of the paper was to find the rate of the acceptability of clothing designed with sequins and stones among women in the north-west zone of Nigeria. Relevant and related literature and empirical studies were reviewed. The survey design method was adopted for the study. The population was 27,092 female civil servants from the seven states of the North-west zone in Nigeria. Two percent of the population, that is 542, was selected as the sample and a four-point Likert scale questionnaire was used for data collection. In addition, garments designed with sequins and stones were mounted as exhibition to help the respondents in answering the questionnaire. Based on the findings of this study it can be concluded that women clothing designed with sequins and stone was acceptable by women in the north-west zone in Nigeria.

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