SARI EMOJI PROPOSAL
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Emojination
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4/25/2018

ABSTRACT:

This proposal is to request the inclusion of a **SARI** emoji, representing the popular traditional garment worn across India, Sri Lanka, Pakistan, Bangladesh, Nepal, Singapore, Malaysia.

1. INTRODUCTION

The sari (saree, shari)[1] is considered to be among the oldest form of garment in the world still in existence. The sari is a rectangular cloth, usually 5-9 yards in length. The first mention of the sari can be found in the Vedas, the ancient sacred literature of the Hindu religion, which has been dated back to 3000 B.C.E., and many people believe that saris may have been worn even earlier.

The most notable depiction of the sari was through Mother Teresa, the nun, who wore a white, blue-rimmed cotton sari, which has now been claimed and trademarked[2] as a first for a religious uniform anywhere in the world.

On Tuesday January 3rd, 2017, Google dedicated a Doodle[3] to mark the 186th birth anniversary of India's 19th century social reformer Savitribai Jyotirao Phule. The colorful Doodle shows a

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[1] The name of the garment in various regional
languages include:Bengali: শাড়ি shāṛi, Hindi: साड़ी sāṛī (AST), Odia: ଶାଢ଼ୀ sāddhi, Kannada: ಸೀರೆ, sīrē, Konkani: साडी, कापड, चीरे, sāḍī, kāpaḍ,
cīrē, Malayalam: സാരി sāri, Marathi: साडी sāḍī, Nepali: सारी sārī, Punjabi: ਸਾੜੀ sārī, Tamil: புடவை puṭavai, Telugu: చీర cīra, Urdu: ساڑی sāṛī
[2] 'Saint Teresa's blue rimmed white cotton sari to be trademarked'
[3] Savitribai Phule's 186th Birthday

simple Savitribai spreading her sari 'pallu' wide to encompass women from all sections of society for education and empowerment.

The sari symbolizes much more than a piece of cloth, after India's independence from Great Britain, the sari rose to become an emblem of national unity and identity, an aspiration to live up to the "ideal of India," and to show loyalty to the nation. The sari has survived and indeed flourished as everyday dress across India, when most of the world has adopted western clothing.

Worn daily by more than 75 percent of women across India and other parts of South Asia, the sari is a vital piece of culture and is often draped differently based on what part of India one comes from. Every sari has a specific design theme and often a story to tell, yet it is not represented on keyboards.
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2. IMAGES

Images by Aphelandra Messer. They may be freely distributed in connection with this proposal.

3. NAMES

3.1 CLDR Short Names

Recommended names: SARI, SAREE

3.2 CLDR Keywords

Recommended keywords: sari, saree

4. SELECTION FACTORS - INCLUSION

A. COMPATIBILITY

I do not know of any SARI images currently used in the major platforms (Apple, Google, Yahoo, Microsoft).

B. EXPECTED USAGE LEVEL

Frequency:

The expected usage of a SARI emoji is extremely high as shown below:

- The Instagram hashtag counts for 'sari' 'saree' and 'shari' as of the date of this proposal are shown below:

#sari	1,210,191	https://www.instagram.com/explore/tags/sari/
#saree	2,058,859	https://www.instagram.com/explore/tags/saree/
#shari	39,109	https://www.instagram.com/explore/tags/shari/
total	**3,308,159**	

- As of 3/29/18, a search for 'sari' on YouTube returns over 4 million results[4]
- Usage of this emoji will be predominantly in South Asia. This includes India, the second most populous country in the world, where the population is over 1.2 billion.
- Popular fashion and beauty blogger, Deya Kannesha (72,000 Instagram followers as of 3/29/18) and sari designer, Ritu Kumar (211k Instagram followers as of 3/29/18) are great examples of the popularity of the sari.
- Indian cinema is the world's largest film industry in terms of film production, with an annual output of 1,986 feature films as of 2017, and Bollywood is its largest film producer, with 364 Hindi films produced annually as of 2017[5]
- The demand for sari (garment) is significantly greater than the kimono (garment) as highlighted on Google trends. "Sari" is blue and "Kimono" is red.

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[4] Youtube search results
[5] INDIAN FEATURE FILMS CERTIFIED DURING THE YEAR 2017. Film Federation of India. 31 March 2017
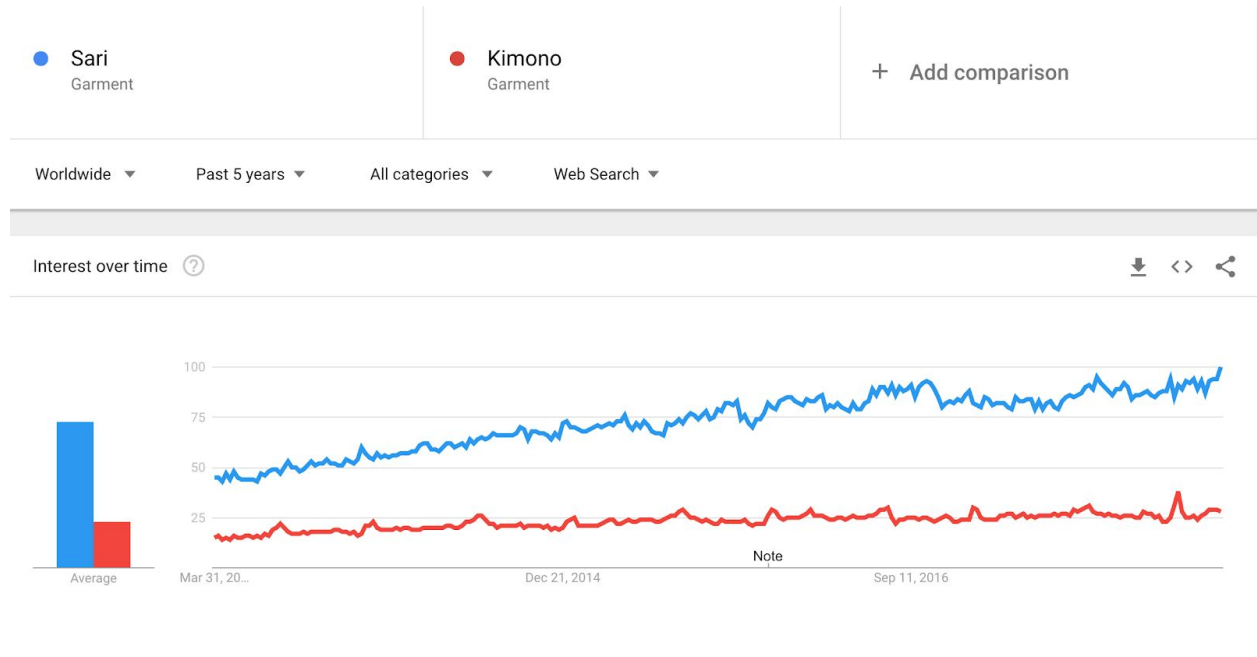
Frequency Data:

The following search results provide the data requested in the "Evidence of Frequency" section for submitting emoji proposals and all searches were completed in a private browser window. I have compared the terms 'sari' for the proposed emoji and 'kimono'(garment search term) for the comparison existing emoji. The suggested examples from the sample Evidence of Frequency" list do not fit the requirements for sari, but 'kimono' is a closely aligned search term for the existing emoji and is more relevant to the proposed emoji.

- Google Trends web and image searches for "sari" and "kimono"
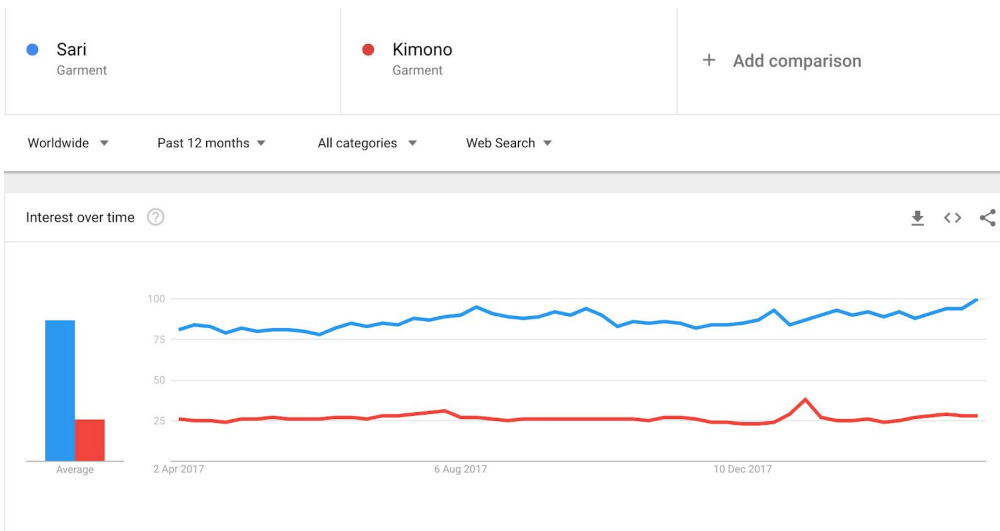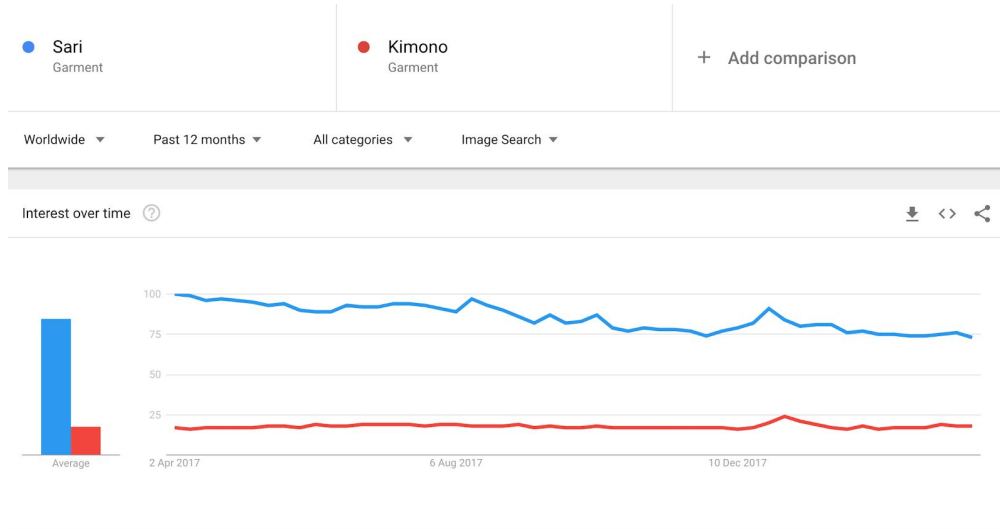
- YouTube, Bing , Google and Wikipedia search results for 'sari' and 'kimono' as of March 29, 2018
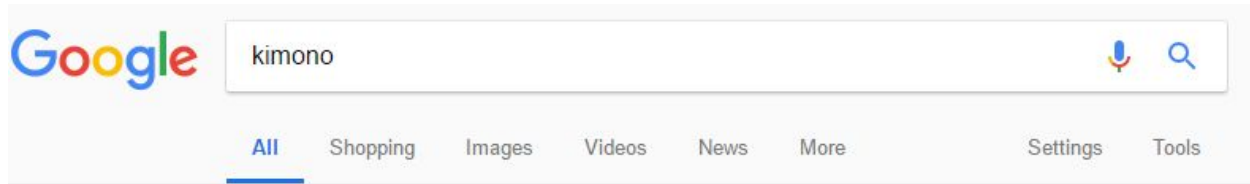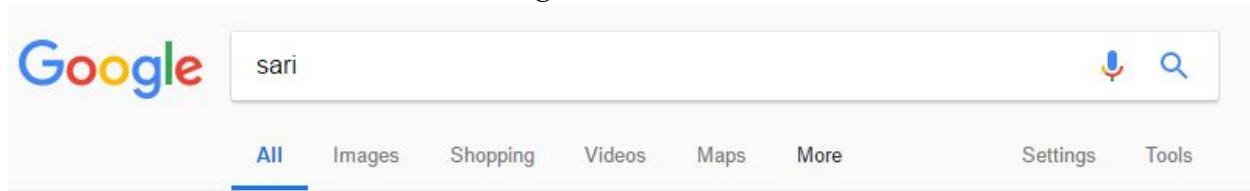
YouTube search results:

About 4,150,000 results

About 885,000 results

Bing search results:

sari

All   Images   Videos   Maps   News | My saves

13,300,000 Results   Date ▾   Language ▾   Region ▾

kimono

All   Images   Videos   Maps   News | My saves

13,300,000 Results   Date ▾   Language ▾   Region ▾
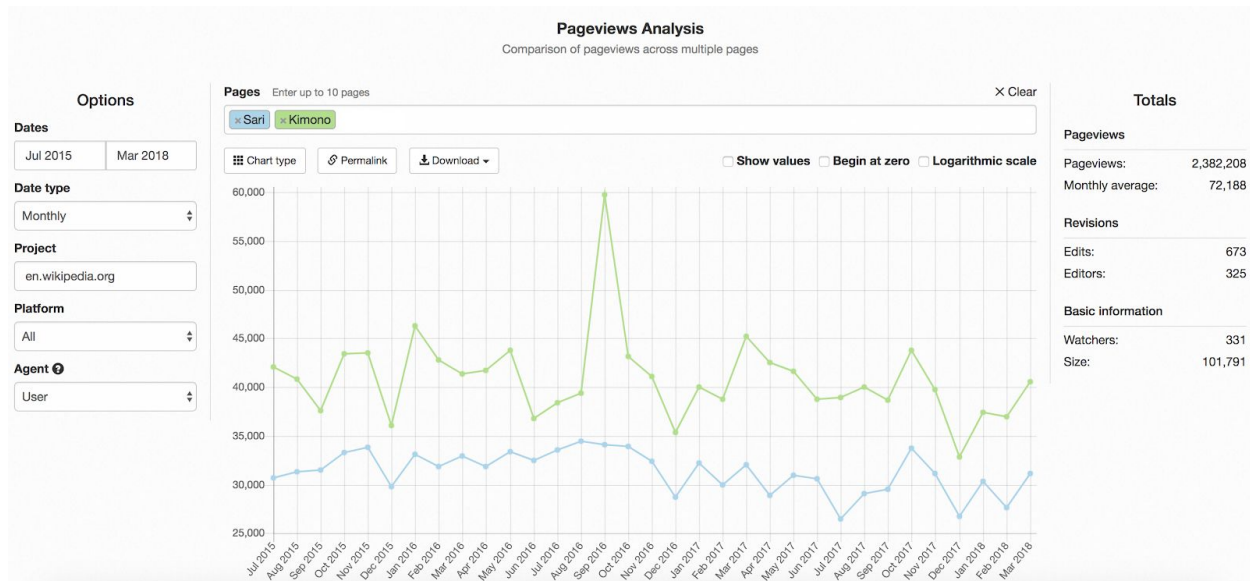
ii. Multiple Usages:

The sari could represent both religious and non-religious meanings:

- The cultural ideal of decorum and dignity is satisfied by the sari.
- The sari can represent Diwali, weddings, funerals, Temple festivities and several other religious celebrations
- The sari can convey religious feelings
- Women that generally enjoy wearing the sari

iii. Use in Sequences

The SARI is a singular item and will work effectively alone. However, it can be used in sequence:

SARI + SHOPPING BAG = SARI SHOPPING
SARI + BLOUSE = SARI BLOUSE (Top worn beneath the sari material)
SARI + TEMPLE = RELIGIOUS FESTIVAL

C: **IMAGE DISTINCTIVENESS**

There is no image of a SARI, though there is a KIMONO, DRESS, BLOUSE, among others. However, these are visually distinct from a SARI.

D: **COMPLETENESS**

The addition of a SARI emoji would be an important addition as the sari is a globally recognised representation and celebration of Hinduism and would sit nicely alongside the other clothing already represented.

E: **FREQUENCY REQUEST**

A cursory search of the phrases "sari emoji" and "saree emoji" on Twitter reveals plenty of demand for the character. A small sample from the past couple of months:

"WHY IS THERE NO SARI EMOJI?"[6]

"Why isn't there a saree emoji for us?"[7]

"Yaas. Just today I noticed Apple has introduced hijab 🧕 emoji. I think it's only fair if I demand a saree emoji as an Indian, no? Saree emoji and bindi emoji would do too!"[8]

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[6] SachinBola (sachinbola). "Why is there no sari emoji " 12 Oct 2017, 5:59PM. Tweet.

[7] Mokshada Bhoyrul (MokshadaBhoyrul). "Why isn't there a saree emoji for us" 8 Nov 2017, 2:29PM Tweet.

[8] Varade Marathe (varada_m). "Yaas. Just today I noticed Apple has introduced hijab emoji. I think it's only fair if I demand a saree emoji as an Indian, no? Saree emoji and bindi emoji would do too!" 7 Dec 2017 6:44PM Tweet.

"There's a turban emoji and a hijab emoji. I'd love a #Sareeemoji. Software types, please make it happen!"[9]

"There is no emoji for saree. @TexMinIndia please do the needul."[10]

"Hey @Twitter, bring a #SareeEmoji! #SareeSwag"[11]

"We want saree emoji"[12]

5. FACTORS FOR EXCLUSION

F. OVERLY SPECIFIC

The sari is worn by billions of people worldwide. Having multiple variations of the sari to represent the many different draping styles would be overly specific, but choosing the most iconic image to represent the garment is not overly specific.

G: OPEN ENDED

The sari is unique, culturally, globally, and historically significant. The sari holds spiritual and cultural meaning to many across the world. The addition of the SARI is a great step towards inclusion and diversity.

H: ALREADY REPRESENTABLE

The SARI is not well represented by any other emoji.

I: Logos, Brands, UI Icons, Signage, Specific People, Deities

The SARI is suitable for encoding as a character. It does not contain any references to deities, logos, specific people, historical or living.

J: TRANSIENT

The sari has been around for thousands of years and has demonstrated more staying power than most garments represented in the emoji set. With its rich, lengthy history, the sari can hardly be

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[9] Nayanika (nayanikaaa). There's a turban emoji and a hijab emoji. I'd love a #Sareeemoji. Software types, please make it happen!" 19 July 2017 1:40PM Tweet.

[10] Shilpa Anand (shilpaanand). "There is no emoji for saree. @TexMinIndia please do the needul" 22 Dec 2017 10:06AM Tweet.

[11] Euphratic (meemaansaa). "Hey @Twitter, bring a #SareeEmoji! #SareeSwag" 28 Oct 2017 7:49PM Tweet

[12] Black Lipstick (Isoumyas) " We want saree emoji" 19 July 2017 3:01PM Tweet

considered transient. Due to the ever-growing Hindu population around the world, this emoji will only increase in demand. The sari is the most visible example of Indian cultural ideals surrounding women.

As of 2017, the white, blue-rimmed cotton sari made famous by Saint Teresa of Kolkata has been trademarked, which is a first for a religious uniform anywhere in the world.[13]

K: **FAULTY COMPARISON**

The submission for SARI is one made on its own merits – in line with the Unicode selection factors for inclusion – and it avoids the factors for exclusion.

6. **SORT LOCATION**

A. **CATEGORY**

The SARI should be inserted within the "Smileys and People" section of the emoji language

B. **EMOJI BEFORE**

There are a few places that this would effectively fit, but it is recommended to fit after KIMONO and before BIKINI. This would place it with other related 'PEOPLE' characters.

Character Properties

The other character properties are suggested to be defined as follows.
General Category: So
Canonical Combining Class: 0
Bidirectional Class: ON
Decomposition Type: Decomposition Mapping:
Numeric Type:
Numeric Value:
Bidirectional Mirrored: N Unicode 1 Name:
ISO Comment:
Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

Bios

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[13] Saint Teresa's blue rimmed white cotton sari to be trademarked'

Melissa Thermidor (thermidor.melissa@gmail.com) is a New Yorker who lived in India for 4 years and is married to a South Indian. She now lives in London with their 2 year old daughter and is still learning how to wrap a sari.