

Powder Room: The Untold Story of Indian Fashion



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Reviews

Good electronic book and valuable one. It is one of the most incredible publication we have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Mrs. Bridgette Rau MD)

POWDER ROOM: THE UNTOLD STORY OF INDIAN FASHION



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Ebury Press, Random House Publishers India Pvt. Ltd., Noida, India, 2012. Hardcover. Book Condition: New. Ever been intrigued by the Indian Fashion Industry? its stereotypes of drugged models, gay designers, and fascinating but unaffordable clothes? Join Shefalee Vasudev, former editor of Marie Claire and an acclaimed fashion journalist, on a deep-sea dive into the gagging depths of Indian fashion. In Powder Room, she offers an insider's view of people who make the industry what it is? from a lower middle class girl who sells global luxury for a living to a designer who fights the inner demons of child sexual abuse yet manages to survive and thrive in the business of fashion, or a Ludhiana housewife on a perpetual fashion high. Besides candid interviews of known names in Indian fashion, Shefalee provides a commentary on new social behaviour, urban culture, generational differences, and the compulsions behind conspicuous consumption in a country splitting at the seams with inequalities of opportunity and wealth. From Nagaland to Patan, Mumbai, Delhi, and Punjab, Powder Room mirrors how and why India's fashion. Page Extent: 352.



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