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Luxury Indian Fashion: A Social Critique (Materializing Culture)

Tereza Kuldova

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Tereza Kuldova : Luxury Indian Fashion: A Social Critique (Materializing Culture) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Luxury Indian Fashion: A Social Critique (Materializing Culture):

This unique ethnographic investigation examines the role that fashion plays in the production of the contemporary Indian luxury aesthetic. Tracking luxury Indian fashion from its production in village craft workshops via upmarket design studios to fashion soirees, Kuldova investigates the Indian luxury fashion market's dependence on the

production of thousands of artisans all over India, revealing a complex system of hierarchies and exploitation. In recent years, contemporary Indian design has dismissed the influence of the West and has focused on the opulent heritage luxury of the maharajas, Gulf monarchies and the Mughal Empire. *Luxury Indian Fashion* argues that the desire for a luxury aesthetic has become a significant force in the attempt to define contemporary Indian society. From the cultivation of erotic capital in businesswomen's dress to a discussion of masculinity and muscular neo-royals to staged designer funerals, *Luxury Indian Fashion* analyzes the production, consumption and aesthetics of luxury and power in India. *Luxury Indian Fashion* is essential reading for students of fashion history and theory, anthropology and visual culture.