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Magdalena Craciun

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Magdalena Craciun : Material Culture and Authenticity: Fake Branded Fashion in Europe (Materializing Culture) before purchasing it in order to gage whether or not it would be worth my time, and all praised Material Culture and Authenticity: Fake Branded Fashion in Europe (Materializing Culture):

The study of material culture demonstrates that objects make people just as much as people make, exchange and consume objects. But what if these objects are, in the eyes of others, only fakes? What kind of material mirror are people looking into? Are their real selves really reflected in this mirror? This book provides an original and revealing study into engagements with objects that are not what they are claimed and presumed to be and, subsequently, are believed to betray their makers as well as users. Drawing upon an ethnography of fake branded garments in Turkey and Romania, *Material Culture and Authenticity* shows how people can make authentic positions for themselves in and through fake objects. The book will be of interest to students and scholars working in the fields of anthropology, material culture and cultural studies as well as to general readers interested in ethnographic alternatives to biographies of famous fakers and fakes.

“In the flux of postmodernity and globalization, people are searching for and clinging to some terms of authenticity, with culture and its embodied and 'en-thinged' terms regularly providing the ground for authenticity. However, the resources on which we base our activities and identities are more than occasionally not themselves entirely 'authentic,' whether these resources are 'invented traditions,' 'fakelore,' or imitations and knock-offs. Finally, as Magdalena Craciun argues in her clever and thoughtful book, the very idea of 'authentic' or 'original' is more complex and contested than we realize.” — Jack David Eller, *Anthropology Database*

Magdalena Craciun's *Material Culture and Authenticity: Fake Branded Fashion in Europe* makes for entertaining and meaningful reading ... a valuable addition to the field of material culture and a welcome contribution to Romanian studies. Drawing on nine months of fieldwork in Istanbul, Bucharest, and a small provincial town in southern Romania, Craciun has published one of the few genuinely multi-sited ethnographies of Romania. Highly informative, ethnographically sensitive, and theoretically sophisticated, this book is indispensable reading for the emerging anthropology in and of Romania. — Narcis Tulbure, *H-Net*

About the Author: Magdalena Craciun is Research Fellow, University of Pardubice, the Czech Republic.