



# Powder Room

*Shefalee Vasudev*

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Language: English

Pages: 352

## About The Book

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 insiders view of people who make the industry what it is from a lower middle class girl who sells global luxury for a living, a designer who fights the inner demons of child sexual abuse yet manages to survive and thrive in the business of fashion to a Ludhiana housewife on a perpetual fashion high.

Besides candid interviews of Known names in Indian fashion, Shefalee provides a commentary on new social behaviours, 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 Patna, Mumbai, Delhi and Punjab, Powder Room mirrors how and why India does fashion.

## About The Author

Shefalee Vasudev has been a journalist for the past fifteen years, writing on popular culture, social trends, and fashion. She was the first editor of Marie Claire in India and currently works with The Indian Express as Associate Editor. Powder Room: the Untold Story of Indian fashion is her debut book.

## Introduction

When I quit my job in January 2010 as editor of Marie Claire, I didn't suspect that I was on my way to becoming its apologist. I had found the editorial climate of fashion magazines handcuffed by Bollywood and advertisers, from where fashion appeared to be a hostage to celebrities and the upper class. It seemed a very narrow matrix compared to the way the idea of clothing varies in India—from the barely clothed who spend their entire lives in hand-me-down rags to those who spend millions of rupees on wedding garments. Between the

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