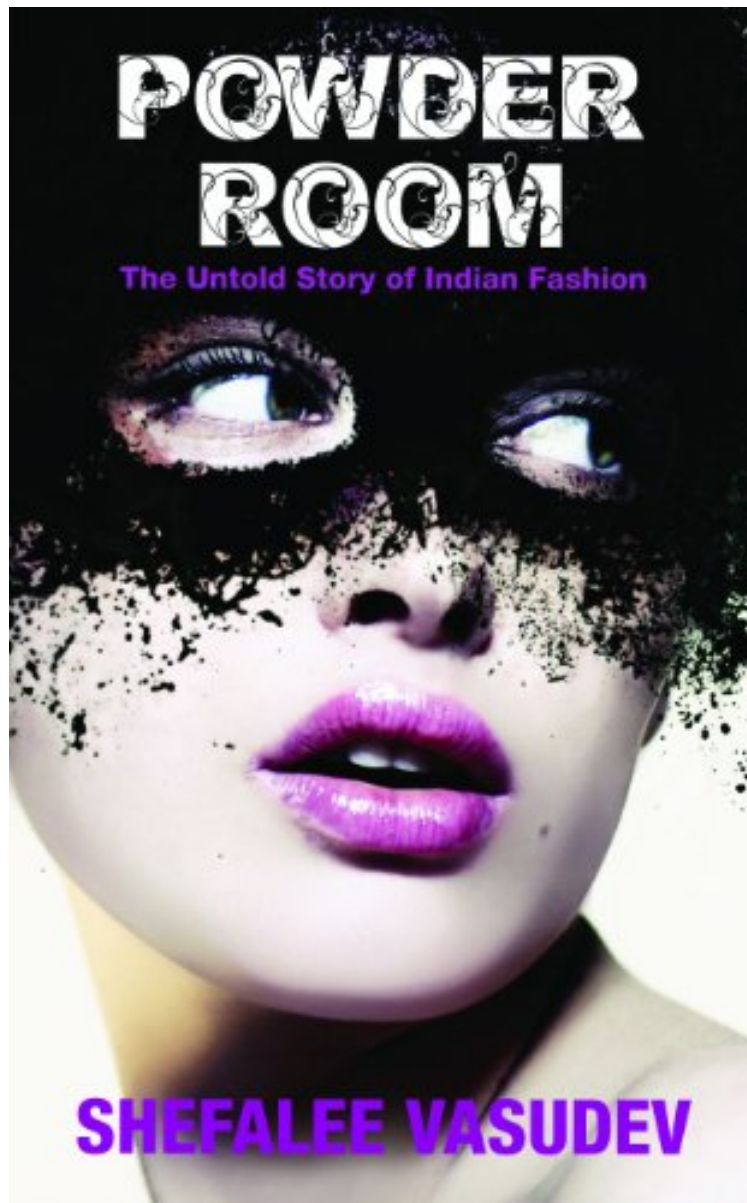


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## The Powder Room: The Untold Story of Indian Fashion

*Shefalee Vasudev*

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**Shefalee Vasudev : The Powder Room: The Untold Story of Indian Fashion** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Powder Room: The Untold Story of Indian Fashion:

Ever been intrigued by the Indian Fashion Industrydash;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 insiders' 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 'does' fashion.