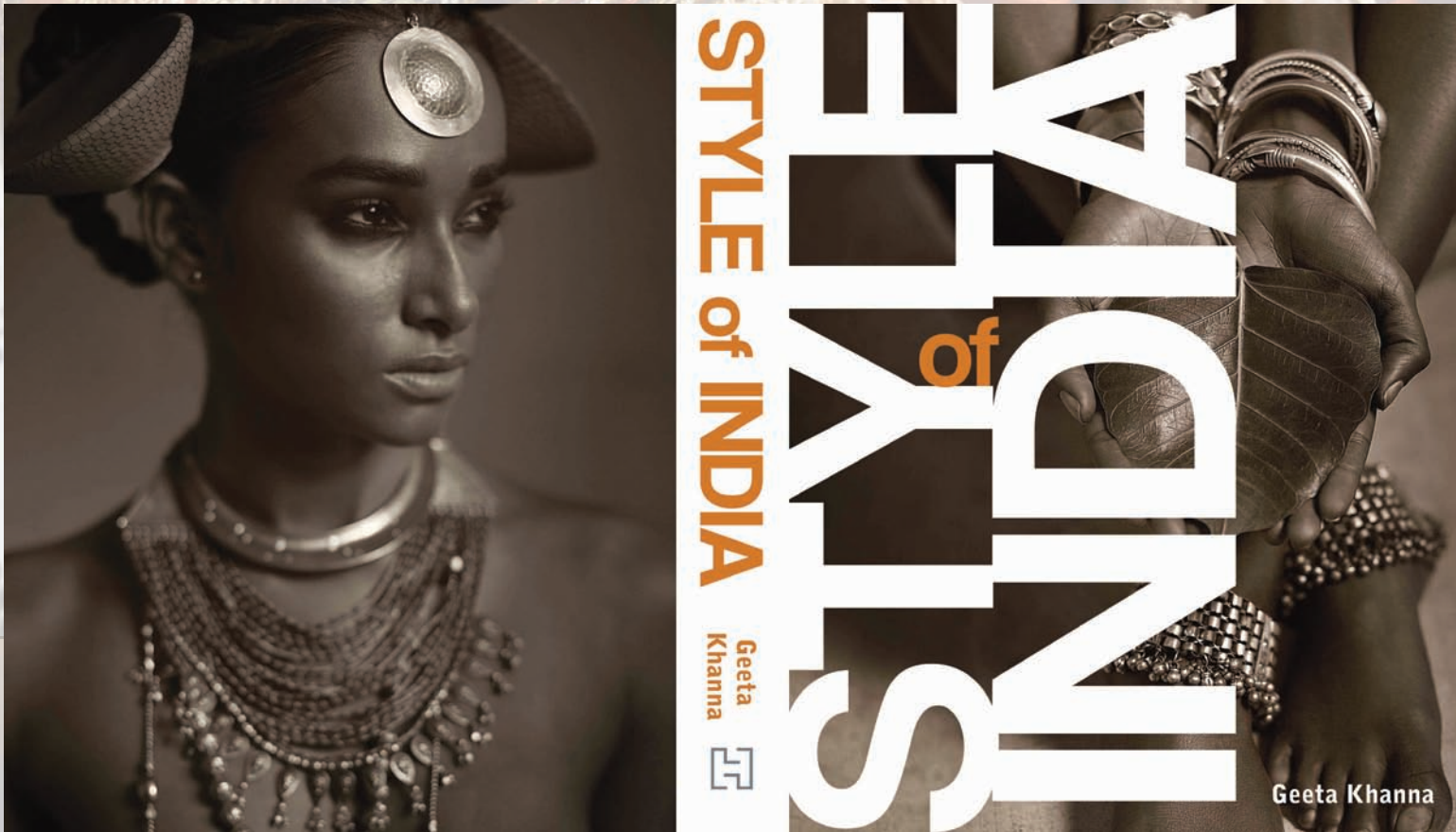


Style Of India

BY AUTHOR GEETA KHANNA

“A panoramic view of defining fashion moments that propelled the evolution of style in India over millennia”



New Delhi, September 16, 2016- Well-known for her endeavour to preserve and promote the unique arts, crafts and heritage of India, Geeta Khanna in association with her company Hiramchi Styling, and French publishers Hachette India, launched her coffee table book “Style of India” at the French Embassy, New Delhi today. Bringing together over 300 stunning visuals from archival material and gorgeous recreations of drapes and accessories over centuries, accompanied by perceptive essays, this unique book weaves a compelling chronicle from pre-history and the Harappan civilization to the era of Hindi cinema and contemporary Indian fashion to tell this story of Indian style.

From the influence of mythology-based art and the natya shastra to the single most important garment - the sari, from the early echoes of style in the Rig Veda to the drapes and accessories of the Harappan civilization, from the influence of India's styles, drapes and colours on the famous fashion houses in the world to the impact of Hindi cinema on our fashion zeitgeist, the author examines the palimpsest that is India through the key moments of assimilation and transference that have shaped style and design within the country and beyond.

Weaving seamlessly into the story, the connect between India and the great houses of design across the world – Chanel, Jean Paul Gaultier, Louis Vuitton, Hermès, to name a few; a look at warrior queen Razia Sultana as possibly the first androgynous dresser in the country India; the emergence of Indian fashion designers and the preservation of India's heritage - Martand Singh, Sally

Holkar, Asha Sarabhai and Umang Hutheesing, the book also profiles the revolutionary fashion couturiers such as Ritu Kumar, Tarun Tahiliani, Manish Arora, Rajesh Pratap Singh, Shahab Durazi, Anamika Khanna, Abu Jani/Sandeep Khosla, Abraham & Thakore.

Style of India is a spectacular volume that traverses an impressive breadth of history, offering a panoramic view of the defining moments – the cultural factors, historical compulsions and mystical concepts – that have intersected over time and propelled the evolution of style in the country over millennia.

‘A sumptuous work drawing on immense research, this volume is a remarkable view of the evolution of style in India – an ambitious and instant magnum opus that will change the way that we look at dress and fashion in the subcontinent.’ – Dr Amin Jaffer

A must-have for fashion connoisseurs and collectors alike, this book is a testament to the antiquity of India's design tradition. The book is an unforgettable pictorial journey through the history of style in India in a full colour deluxe collectible edition, with 500 stunning images from archival material and gorgeous recreated shoots.

Published by Hachette India in a high-gloss paper with aqueous coating, hardback 10.86 in. x 13 in. with an optional box, the book is priced at Rs.8,500.

Releases Fall of 2016, it will be available at www.styleofindia.co.in