



CONTENTS

INTRODUCTION	11
FASHION IN INDIA	33
National Fashion Classics	41
Crafting Fashion	59
Fashion and Popular Culture	75
Fashion Internationalism	83
GRAPHICS IN INDIA	93
Graphic Identity and the Environment	99
Design-Culture Graphics	107
Magazine Culture	127
Book Design	139
Typeface Design	149
INTERIORS IN INDIA	167
Crafted Furniture	171
Crafting Sustainability - The Story of Bamboo	193
Dis-locating/Globalizing Craft	207
Crafted Interiors	215
NOTES	239
BIBLIOGRAPHY	250