

## INDUSTRIES CULTURELLES INDIENNES. SCÈNES ARTISTIQUES ET LITTÉRAIRES *CULTURAL INDUSTRIES, ARTISTIC AND LITERARY INDIAN SCENES*

26 mai, de 14h30 à 16h30, salle 662  
(190 avenue de France 75013 Paris)

TARA MAYER

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### *"Luxury and Excess; Modesty and Morality": Colonial Discourses and the Contemporary Indian Fashion Industry*

*In opposition to the Gandhian ideology of the hand woven khadi uniform, another sector in full expansion is the fabrication of luxury items (of which "haute couture" is a part), renewing the former tradition of princely courts. This presentation will explore shifting historical perceptions of ostentatious dress - in the Indian courtly context, in Gandhian discourses, and in the emergence of the contemporary Indian fashion industry.*



Portrait from "Maharaja" at the Victoria and Albert Museum