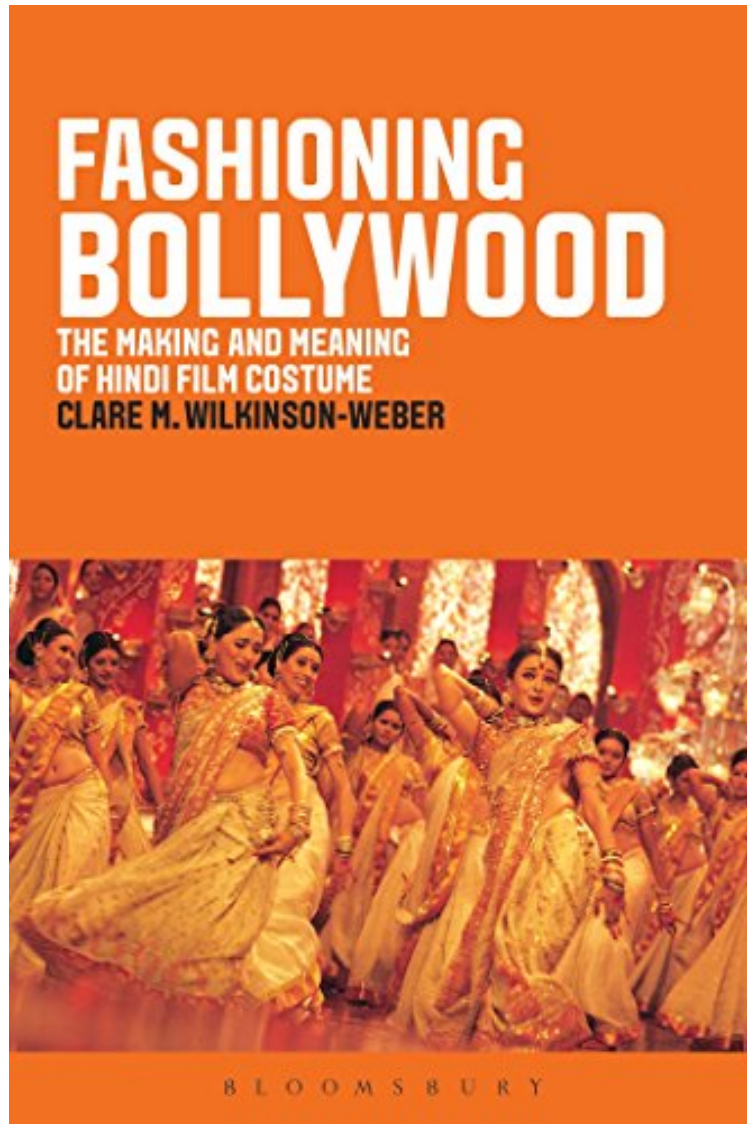


Fashioning Bollywood: The Making and Meaning of Hindi Film Costume

Clare M. Wilkinson-Weber

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Clare M. Wilkinson-Weber : Fashioning Bollywood: The Making and Meaning of Hindi Film Costume before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashioning Bollywood: The Making and Meaning of Hindi Film Costume:

0 of 0 people found the following review helpful. This book is for anyone truly interested in the symbolism ...By D. KimballThis book is for anyone truly interested in the symbolism of Bollywood costume. Wilkinson-Weber uses her

anthropological background to delve into the meaning of costumes in Bollywood film.

The Hindi film industry, among the most prolific in the world, has delighted audiences for decades with its colourful, exquisite and sometimes startling costumes. But are costumes more than just a source of pleasure? This book, the first in-depth exploration of Hindi film costume, contends that they are a unique source of knowledge about issues ranging from Indian taste and fashion to questions of identity, gender and work. Anthropological and film studies approaches combine to analyze costume as the outcome of production processes and as a cinematic device for conveying meaning. Chapters lead from the places where costume is planned and executed to explorations of characterization, the actor body, spectacles of fashion, to the imagining of historical or fantasy worlds through dress, to the power of stardom to launch clothing styles into the public domain. As well as charting the course of film costume as it parallels important trends in cultural history, the book considers the future of Hindi film costume, in the context of new strains of filmmaking that stress unvarnished realism. *Fashioning Bollywood* will appeal to students and scholars of Indian culture, anthropology and fashion, as well as anyone who has seen and enjoyed Hindi films.

This book will appeal to anyone interested in the anthropology of material culture, social systems, gender studies, dress and body, film studies, Indian culture, and fashion. It will also appeal to the more analytically minded Bollywood cinema lover. It is essential reading for those whose focus is on dress. -- Lynne Hume, The University of Queensland Journal of the Royal Anthropological Institute In the increase in scientific literature surrounding the Indian film industry, there is very little ethnographic analysis of the production culture. This study is an important addition that can serve as a model for further studies ... It asks many interesting and inspiring questions, clearly demonstrating the productive level of research in progress here. *Anthropos* (Bloomsbury translation) In its discussion of how film costumes are not simply the tangible outcome of a designer's imagination, but of material and ideological practices that implicate a range of social actors, *Fashioning Bollywood* takes the study of costume outside the narrow realm of text and narrative, providing a rich material culture perspective of the changes wrought in Hindi filmmaking. -- Tejaswini Ganti, Associate Professor of Anthropology, New York University, USA Wilkinson-Weber deftly connects the Bollywood costume world of film and fashion, unraveling a complex system of stars, designers, dressmen, and costume assistants. Although dealing with specifics, her theoretical analysis asks the reader to think beyond Bollywood to recognize that in film and theater across the world "costume is instrumental in crystallizing character." -- Joanne B. Eicher, Editor-in-Chief, *Encyclopedia of World Dress and Fashion* and Regents Professor Emerita, University of Minnesota, USA About the Author Clare M. Wilkinson-Weber is Associate Professor of Anthropology, Washington State University, Vancouver, USA.