



AMBASSADE DE FRANCE EN INDE
FRENCH EMBASSY IN INDIA

PRESS RELEASE

PRESS AND COMMUNICATION SECTION

Release of stylist Geeta Khanna's book *Style of India*
At the Embassy of France, New Delhi

Friday, 16th September 2016

New Delhi, 9th September 2016

The Embassy of France in India is pleased to present stylist Geeta Khanna's opus, *Style of India*, in association with her company Hiramchi Styling, and French publishers Hachette India.

Well-known for her endeavour to preserve and promote the unique arts, crafts and heritage of India, **Geeta Khanna has brought out a book** that combines extensive research with lavish visuals. The result is a remarkable volume **that spans India's fashion and style history from the Harappan civilization to contemporary Indian fashion.**

H.E. Mr Alexandre Ziegler, Ambassador of France to India, will host the release of *Style of India*

on Friday, 16th September 2016, at 7.00 pm
at the Embassy of France
(Entry from Gate No. 1) 2/50E Shantipath
Chanakyapuri, New Delhi

You are cordially invited to the book release and the reception thereafter, and requested to depute your reporter/photographer to cover the event.

NOTE TO EDITORS



Style of India This spectacular volume 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. 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.

A lavish, full-colour deluxe production, *Style of India* is a collectible edition that will be treasured by style connoisseurs and aficionados for years to come.

Geeta Khanna, who also writes as Geeta Josie Khanna, is Founder and Managing Director of Hiramchi Styling Company (HSC). Educated in Delhi University, the National Institute of Fashion Technology (NIFT), New Delhi, and the Fashion Institute of Technology (FIT), New York, she has honed her skills under Carlos Campos and Marc Jacobs in New York City.

Style of India is her first book. It is the result of her vision and travels through India to research and photograph the plethora of styles and expressions the country has to offer.

Praise for *Style of India*

‘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

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