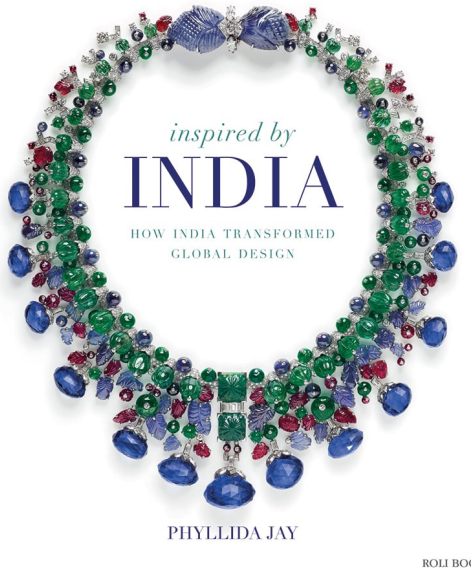
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Inspired By India

How India Transformed Global Design

Phyllida Jay

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- *Inspired by India* is an exploration of more than six centuries of trade, cultural exchange, and inspiration between India and the West

"It's a fascinating journey, and with pages featuring brilliant images of rubies, emeralds, and Jaipur enamel work, it's a true feast for the eyes."
— **Natural Diamonds**

Inspired by India is an exploration of more than six centuries of trade, cultural exchange, and inspiration between India and the West. Through the lens of various material categories, including textiles, fashion, jewellery, and perfume, marvellous stories unfold surrounding the histories of objects and the complex networks of cultural exchange they represent. The book explores how some of the most legendary design houses have looked to Indian culture, decorative arts and artisanal crafts for inspiration. Indian-inspired objects from luxury houses including Hermès, Chanel, Cartier, and Dior are featured, revealing creative and fascinating stories of inspiration and creativity.

The stunning ***Inspired by India*** also includes rich visual imagery from leading museum and gallery archives, as well as the archives of the world's greatest luxury houses and renowned fashion designers, including Dries Van Noten, Alexander McQueen, and John Galliano.

Phyllida Jay has a doctorate in anthropology from University College London. Her work looks at society and culture in contemporary India through fashion, craft and design. She is especially interested in the cultural history of Indian craftwork and the role of Indian artisans in international luxury. She is the author of two books, *Fashion India* and *Indian Khadi Cloth: from National Fabric to Luxury Fashion* . She also works as a journalist and regularly writes for several publications including, the *Business of Fashion, the New York Times, BBC Culture* and *Vogue India*.





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