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Perspectives from India, Russia and the USA

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POLITICS AND THE POLITICAL IN WOMEN´S FASHION MAGAZINES:

PERSPECTIVES FROM INDIA, RUSSIA AND THE USA

IRA SOLOMATINA

Ira Solomatina 2025
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Politics and the political in women´s fashion magazines: Perspectives from India, Russia and the USA

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A NOTE ON PREVIOUS PUBLICATIONS

Although this dissertation was conceived as an original and cohesive work, some of its parts have been developed into separate publications.

I have addressed the discourses of diversity and matter of Hindu fundamentalism in my article 'Nationalist politics versus global inclusivity: The case of Indian fashion magazines' published in Technology, Sustainability And the Fashion Industry, edited by Annick Schramme and Nathalie Verboven (1st ed., Vol. 1, pp. 253–268) and released by Routledge. I further commented on the impact of Hindu nationalist politics on Indian fashion in an opinion piece for Vestoj, entitled 'The shaping of Indianness.'

I focused on the matter of 'new ethics' in the article entitled '"New ethics" in Russian fashion magazines: Discussing "western-ness", Russian-ness and values,' which appeared in the International Journal of Fashion Studies, 10(1), 3–18.

Finally, I explored the phenomenon of the 'happy narrative' in my article 'Happy narratives: stories of compulsory success in contemporary fashion and lifestyle publications for women' published in Feminist Media Studies. Each of these publications is also included in the references section of this dissertation.