



## Consumer Culture, Modernity and Identity

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This book offers analysis of articulation of consumer culture and modernity in everyday lives of people in a transnational framework. It pursues three broad themes: lifestyle choices and construction of modern identities; fashion and advertising; and subaltern concerns and moral subjectivities. It juxtaposes empirical studies with theoretical traditions in addressing questions such as: How do people imagine modernity and identity in consumer culture? What does modernity or being modern mean to people in different societies? Are modernity and tradition antithetical to or develop an interface with each other? The chapters in the book trace manifestations and trajectories of consumer culture and modernity as they connect to develop a sense of renewed identity.

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