



DRESS & FASHION RESEARCH

# ISLAM, FAITH, AND FASHION

THE ISLAMIC FASHION INDUSTRY IN TURKEY

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BLOOMSBURY

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## Islam, Faith, and Fashion: The Islamic Fashion Industry in Turkey (Dress and Fashion Research)



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The subject of religion and clothes themselves in Turkey has been debated at great length both in academia and the media. May be the presumed oxymoronic character of Islamic style a problem or a burden? Why is a fashionable outfit Islamically appropriate? What makes an Islamically appropriate outfit fashionable? Through case studies and ethnographic portraits, Craciun questions the commercialization of Islamic gown and tackles the sensitive and frequently incompatible relationship between clothing worn in acknowledgement of religious belief and clothes worn purely because it is trendy. Through in-depth ethnographic analysis in to the Turkish fashion market and the work of a group of newbies, namely headscarf-wearing fashion specialists, *Islam, Faith and Fashion* examines entrepreneurship in this market and the aesthetic desirability, religious suitability, and ethical credibility of fashionable Islamic dress. What are the conditions, issues and constraints a business owner faces in this market, and how do they market their items? This timely evaluation of fashion, religious beliefs, ethics, and aesthetics presents dress as a disputed and a contested locus of modernity. *Islam, Faith and Style* will be essential reading for college students of fashion, anthropology, and materials and visual culture.



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