Abstract or Description

Muslims in Britain and cosmopolitan cities throughout the West are increasingly choosing to express their identity and faith through dress, whether by wearing colourful headscarves, austere black garments or creative new forms of Islamic fashion. Why is dress such an important issue for Muslims? Why is it such a major topic of media interest and international concern?

This timely and important book cuts through media stereotypes of Muslim appearances, offering intimate insights into what clothes mean to the people who design and wear them. It examines how different ideas of fashion, politics, faith, freedom, beauty, modesty and cultural diversity are articulated by young British Muslims as they seek out clothes which best express their identities, perspectives and concerns. It also explores the wider social and political effects of their clothing choices on the development of transnational cultural formations and multicultural urban spaces.

Based on contemporary ethnographic research, the book is an essential read for students and scholars of religion, sociology, cultural studies, anthropology and fashion as well as anyone interested in cultural diversity and the changing face of cosmopolitan cities throughout the world.

Item Type: Book

Keywords: Clothing, fashion, Islam, Muslim, hijab, veil, Britain, religion, internet, social, cultural, multiculturalism

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Emma Tarlo, *Visibly Muslim: Fashion, Politics, Faith* (Oxford: Berg, 2010). Emma Tarlo's first book was entitled *Clothing Matters*, and this would not have been inappropriate for her latest work because no other items of clothing matter more in our contemporary world than those garments that mark out the wearer as 'visibly Muslim'. In particular, garments worn by visibly Muslim women have gathered around them cultural and political significances and associations that situate them at the core of some of the key debates of our time: immigration and integration, multiculturalism, the role of relig...