# editor's letter

Another women's magazine? I was asked this many times during the making of *Marie Claire*. More of the same, they meant. I would just smile.

Now as *Marie Claire* unfolds in India, it is time to respond to the serious and the curious. This is not just another women's magazine. It is a moment that happens once in a lifetime. Or a lifetime that could happen in a moment.

This hit me last week as I looked up from the backseat of my car, where I often rue and reflect. On my left was a woman, head covered with her sari, brow furrowed as she tried to cross the road with three children. On my right, a restless SUV cut through the traffic. Windows rolled up imperviously. At the wheel was a young woman – her silky hair flirting with ruby earrings. The vehicle gave her a proprietorial view of life. She was frowning too, unable to wish away the madness. Same difference. Soon, both negotiated their paths and disappeared.

I call this a *Marie Claire* moment. It is about finding your way in life. In spite of the traffic.

"You are all *Marie Claire*," said its creator Jean Prouvost, during its first launch in October 1937 in France, asserting its purpose to help reconcile emancipation with seduction. It was a phenomenal success. When it was relaunched in 1954 after the black years of World War II, it had the same ambition: giving women new arsenal to live in the changing times.

Top: Team *Marie Claire India* with Editor-in-Chief Vinod Mehta; Right: Senior Beauty Editor Anubha Charan with Marion Dufour-Lahore, International Fashion and Beauty Editor-in-Chief

Today it is published in 25 countries, 13 languages across five continents and reaches 16 million readers every month. As the strong winds of change sweep India, here is a bold and beautiful magazine. Elegant, open-minded and pro-choice, with compelling stories. We believe in individuality, in the freedom to experience and express. Let Me Be Me, our first campaign, opens a meaningful debate against moral policing. We want to break taboos, ask uncomfortable questions and answer many of them. Every month, *Marie Claire India* will surprise you with real and intimate stories, laughter and grit that unite the women of the world. Fashion is a universe of pathbreaking ideas for us. It goes far beyond how you look in dreams.

Write back. Tell me what moves you, thrills you, scares you. I promise you a dialogue that you've never had with a magazine.

Shefalee

**Shefalee Vasudev,**
Editor