

# Contents

Author's Note

IV

## Part 2: Metrosexuality in India

The Traditional Metrosexuality of Indian Men	12
Death of the <i>Rasik</i> , Birth of the <i>Baboo</i> : The Colonial Encounter and the Fading Away of Traditional Indian Masculinity	20
Contemporary Metrosexuality in India	25

## Part 1: Understanding Metrosexuality

01	Defining Metrosexuality
04	Prototypes, Emergence and Evolution
06	Why Metrosexuality?
08	Bend It Like Beckham: Icons of Metrosexuality
10	Significance, Implication and Evaluation

29 Appendix 1  
Pulse of the People: A Survey

34 Appendix 2  
Coinages: Some New Types of Metrosexuals

Glossary 36

References 37