

COMING MARCH 1, 2005 from

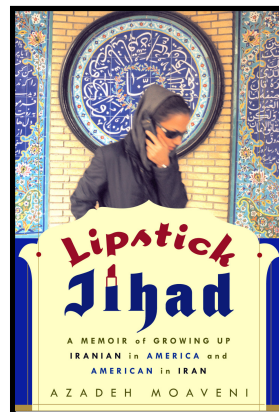
PUBLIC AFFAIRS

# Lipstick Jihad

A Memoir of Growing Up  
Iranian in America and American in Iran

Azadeh Moaveni

Publication Date: March 1, 2005



★ “beautifully nuanced, complex, illuminating. Moaveni is perfectly situated to report on normal Iranian life. . . She takes up everything: the political climate, the female sphere, the distinction of public and private behavior, teenagers’ rebellion, the challenge of creating a career, even the quest to exercise without a veil. Moaveni makes Iran a distinct entity.”

—*Kirkus Reviews* (starred review)

“[Moaveni] successfully conveys the tensions she observed between the fundamentalist mullahs and younger Iranians, who are pushing for a more Westernized, modern Iran. . . . A charming and informative memoir.”

—*Library Journal*

“Readers . . . get intimate glimpses of domestic life . . . [a] nuanced narrative.”

—*Publishers Weekly*

## AS FAR BACK AS SHE CAN REMEMBER , Azadeh Moaveni has

felt at odds with her tangled identity as an Iranian-American. In suburban California, Azadeh lived in two worlds. At home, she was the daughter of the Iranian exile community, serving tea, clinging to tradition, and dreaming of Tehran. Outside, she was a California girl who practiced yoga and listened to Madonna. For years, she ignored the tense standoff between her two cultures. But college magnified the clash between Iran and America, and after graduating, she moved to Iran as a journalist. This is the story of her search for identity, between two cultures cleaved apart by a violent history. It is also the story of Iran, a restive land lost in the twilight of its revolution.

Azadeh's homecoming falls in the heady days of the country's reform movement, when young people demonstrated in the streets and shouted for the Islamic regime to end. In these tumultuous times, she struggles to build a life in a dark country, wholly unlike the luminous, saffron and turquoise-tinted Iran of her imagination. As she leads us through the drug-soaked, underground parties of Tehran, into the hedonistic lives of young people desperate for change, Moaveni paints a rare portrait of Iran's rebellious next generation. The landscape of her Tehran — ski slopes, fashion shows, malls and cafes — is populated by a cast of young people whose exuberance and despair brings the modern reality of Iran to life. In the Iran that they have grown up in, the simple act of wearing lipstick was once an imprisonable offense. Now, it is a mark of defiance against an unpopular regime in a country whose citizenry is more educated, secular, and pro-Western than perhaps any other in the Islamic Middle East. **LIPSTICK JIHAD (March 1, 2005; \$25.00; 272 pages; ISBN 1-58648-193-2)** is a window into modern Iran, as you've never seen it before, from a uniquely Iranian American point of view.



**Azadeh Moaveni** grew up in San Jose and studied politics at the University of California, Santa Cruz. She won a Fulbright fellowship to Egypt, and studied Arabic at the American University in Cairo. For three years she worked across the Middle East as a reporter for *Time Magazine*, before joining the *Los Angeles Times* to cover the war in Iraq. She lives in Beirut.

For review copies and interview requests, please contact  
Kasey Pfaff, Publicity Manager, at 212 -397-6666, x238; [Kasey.Pfaff@perseusbooks.com](mailto:Kasey.Pfaff@perseusbooks.com).



[www.publicaffairsbooks.com](http://www.publicaffairsbooks.com)

250 West 57<sup>th</sup> Street, Suite 1321 ♦ New York, New York 10107