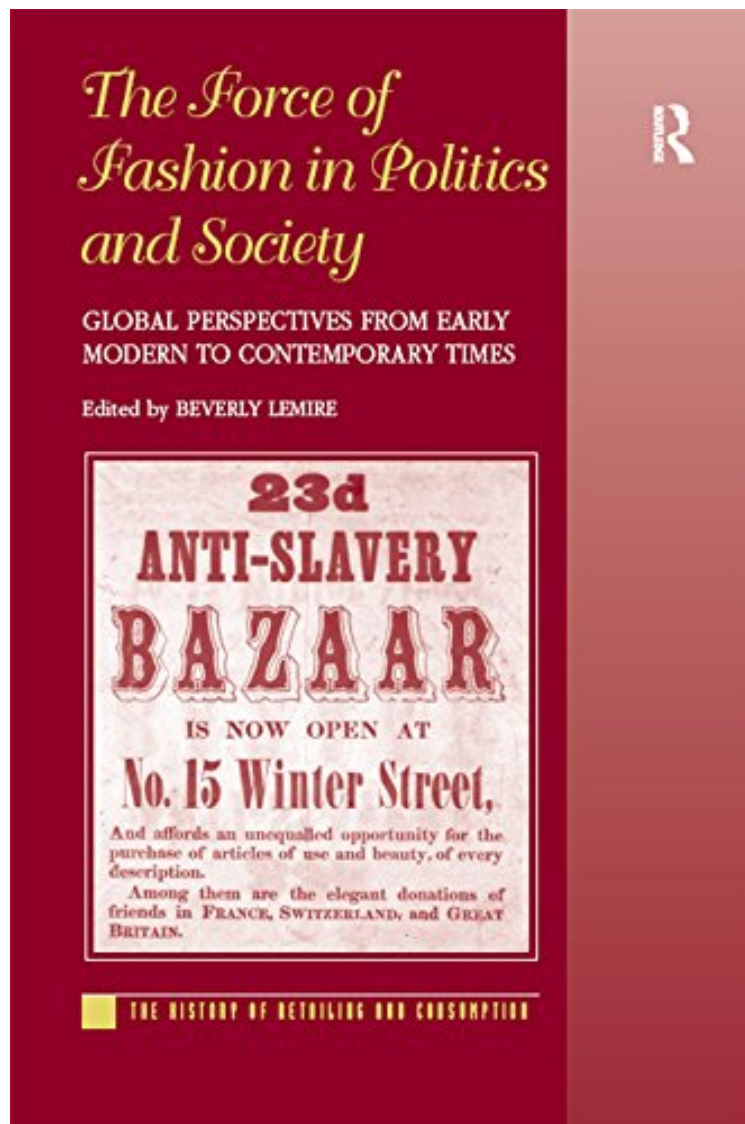


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## The Force of Fashion in Politics and Society: Global Perspectives from Early Modern to Contemporary Times (The History of Retailing and Consumption)

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Throughout history, fashion has emerged as one of the most powerful driving forces determining the political, economic and social ramifications of the production, distribution and circulation of goods. Indeed fashion, especially in relation to clothing and textiles, shapes the relationship between self and society in unique ways. In this light, the collected papers in this volume position fashion as the lens - the critical mediating force - through which to analyse and understand cultural, economic and political shifts within a broad spectrum of societies in Europe, Asia, Africa and America from the seventeenth to twenty-first centuries. Topics include a seventeenth-century failing fashion region, the material politics of marketing American abolitionist fashions, the construction of a fashionable ethos for French perfumes, and the use and meanings of clothing and textiles in the politics of Nigerian silk robes and early modern domestic deacutecor in Europe. This volume represents an important shift in scholarship towards a more in-depth understanding of the role of fashion in early modern and modern times and will appeal to international readers interested in material culture, fashion, consumer studies and cultural anthropology, among other areas.

About the Author Beverly Lemire, University of Alberta, Canada