

Preface	7
Introduction: Swiss Cotton – A Fabric and its Research Debates	9
Kim Siebenhüner	
Fibres, Fashion and Marketing: Textile Innovation in early modern Europe	35
John Styles	
Indian Block Printing: Technology, Entrepreneurship, and Innovation Across Time and Place	61
Eiluned Edwards	
PART 1 – The Production of Textiles: Manufacturing and Colouring	
Textile Printing in early modern Augsburg: at the Crossroads of Local and Global Histories of Industry	91
Karl Borromäus Murr and Michaela Breil	
Early Textile Printing in Eastern Switzerland and its Forgotten B(l)oom around 1800	119
Ernest Menolfi	
The Art of Making <i>Indienne</i> : Knowing How to Dye in Eighteenth-Century Switzerland	145
Kim Siebenhüner	
An Apron's Tale: Innovative Colours and Fashionable Dress between India and the Swiss Cantons	171
Claudia Ravazzolo	
Dyeing Woollens in Eighteenth-Century Berlin: The <i>Königliches Lagerhaus</i> and the Globalisation of Prussia through Colouring Materials	195
Jutta Wimpler	

PART 2 – The Business of Textiles: Marketing and Product Innovation

Portuguese Product Development in Bengal: A Case Study from the Sixteenth and Seventeenth Centuries	225
Barbara Karl	
Selling through Samples? The Role of Objects in Merchant Communication	245
Gabi Schopf	
Swiss Silks for New York: Diaries and Pattern Books of the Zurich Silk Industry, 1847–1861	267
Alexis Schwarzenbach	
Marketing <i>avant la lettre</i> : The Swiss Embroidery Industry 1850–1912	291
Eric Häusler	

PART 3 – The Consumption of Textiles: Clothes and Fabrics

The Global Cotton Trade on the European Fringe: Imports, Consumption and the Influence of Indian Cottons on Denmark 1660–1806	317
Vibe Maria Martens	
<i>The Duisburger Intelligenz-Zettel</i> as a Source for Textile Research: Supply and Consumption of Silk and Cotton Textiles in Western Prussia in the second Half of the Eighteenth Century	335
Isa Fleischmann-Heck	
Textiles and Clothes in the Probate Inventories of Vienna's Middle Classes, 1783–1823	357
Aris Kafantogias	
The Non-Revolutionary Fabric: The Consumption, Chronology, and Use of Cotton in early modern Bern	385
John Jordan	
Notes on Contributors	411
Index of Names	415
Index of Places	419