CONTENTS

PREFACE

INTRODUCTION: Fashion's Past 6

- 1 THE ORIGINS OF FASHION Dress and Fashion in Medieval and Early Modern Europe 11
- FASHION IN THE RENAISSANCE
 Histories of Men, Women
 and Manners
 39
- 3 A FASHION REVOLUTION Novelty and Consumption in the Age of Enlightenment 65
- 4 THE GREAT RENUNCIATION Men without Fashion in the Nineteenth Century? 101

- 5 FASHION AND LEISURE IN THE NINETEENTH AND TWENTIETH CENTURIES 129
- 6 FROM FASHION TO HAUTE COUTURE IN THE 'CENTURY OF FASHION' 167
- 7 CASUALWEAR, SUBCULTURES AND THE NEW FASHION GENERATION 209
- 8 THE GLOBALISATION OF FASHION Fast Fashion and Mass Luxury 247

CONCLUSION: Fashion's Future 266

Notes 268

Bibliography 277

Index 280

Picture Credits 288