

Contents

List of illustrations	vii
Acknowledgements	x
Introduction	1
1 What's in a name? The language of class in relation to fashion and fabrics	13
Evolution of the term 'class'	16
Working-class dress	20
Fashion and change	25
2 The politics of fashion	29
Sumptuary legislation	31
Fashion on the eve of the Revolution	35
The impact of the French (sartorial) Revolution	44
3 Fabric of society: technological change and fashion	53
The transformation of the cotton industry	54
Rank, manners and fashion in the English novel, 1770-1820: Fanny Burney and Jane Austen	61
4 From north to south: class identity and dress in the English novel, 1820-60	69
Elizabeth Gaskell: dress and class conflict	70
Charles Kingsley: the rural 'problem'	76
George Eliot's 'middle England': the quest for respectability	79
Middle-class ascendancy: Anthony Trollope and Wilkie Collins	82
5 Fashion, class and democratisation	89
Democratisation and the high street	91
The development of the ready-to-wear clothing industry and the wholesale bespoke trade	94

6	Retailing revolution: Marks & Spencer and the democratisation of fashion	107
	Early development of Marks & Spencer	108
	Changes in the consumer market: Marks & Spencer's expansion into clothing, 1926-36	109
	Technology at Marks & Spencer	117
	Development of new and easy-care fabrics	121
7	Design and class	131
	Couture	134
	Design on the high street	138
	The cult of youth	142
	Deconstruction: the challenge of Japan and Belgium	147
	Conclusion	153
	Notes	161
	Bibliography	181
	Index	191