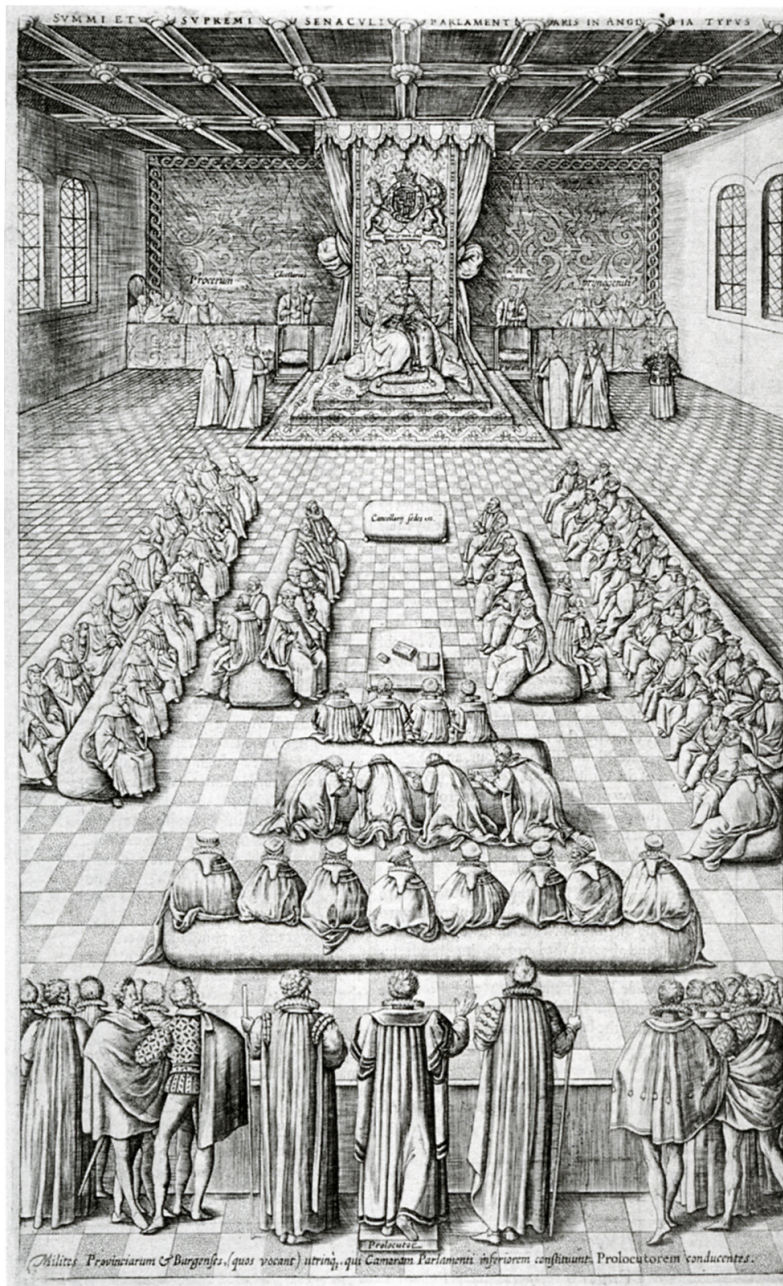


From imported Indian cotton luxury goods to British produced luxury cotton textiles

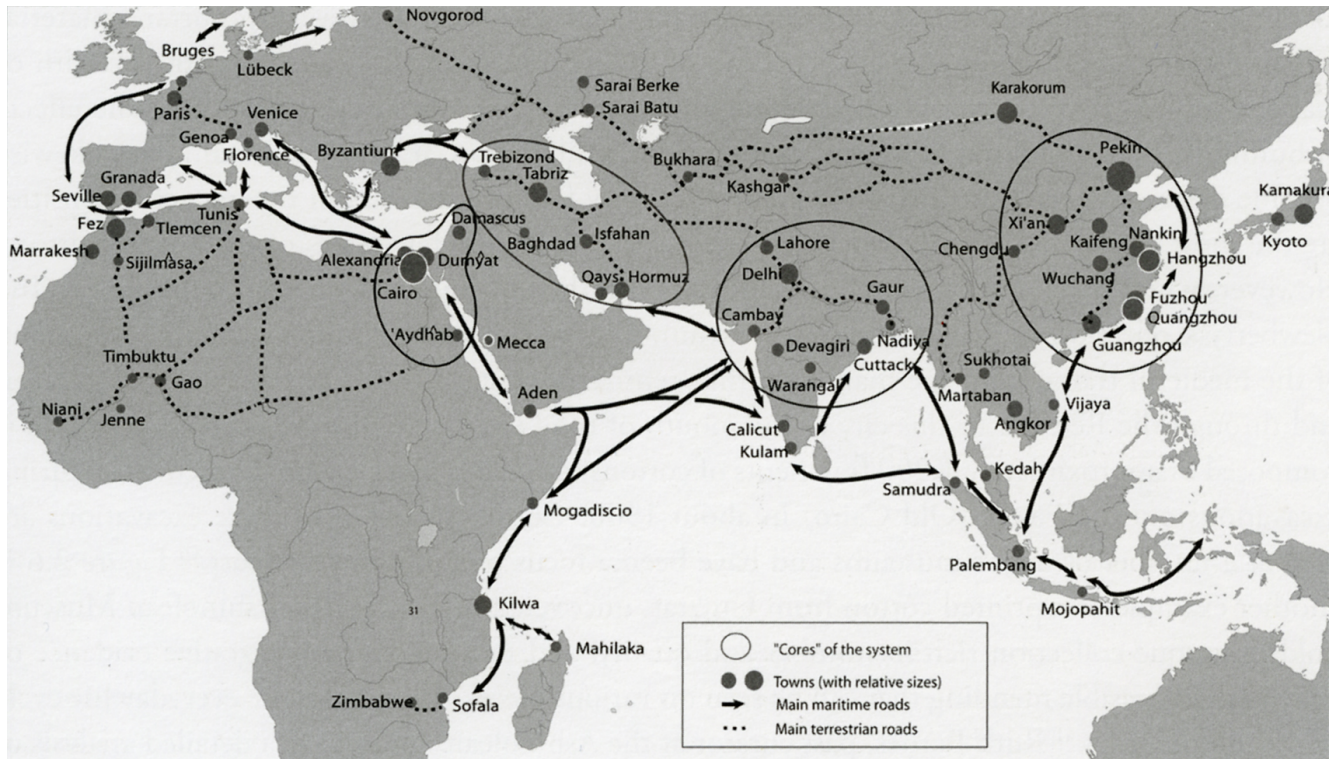
The textile industry in Britain in the late medieval and early modern period was dominated by wool. Linen became an important product during the early modern period. This engraving of the Palace of Westminster with the king presiding at a meeting of Parliament with its members sitting on woolsacks illustrates the importance of the wool industry in England, engraved c. 1610, the Guild Hall Library, London



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, p. 13

Some silk and cotton textiles were imported to Britain during the medieval period from Asia and the Mediterranean. They were, however, extremely expensive luxuries, which could only be afforded by the aristocracy, rich merchants, members of the Church hierarchy and officials.

World system trade routes in the 13th and 14th centuries



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, p. 17

The opening of sea trade routes to Asia around Africa in the early 16th century made silk and cotton luxuries available to a wider group of luxury buyers in Britain but it was not until the seventeenth century that the Dutch and British East India companies imported larger shipments of Asian textiles to the northern European markets, making these luxuries available to a growing and broader consumer market. India had dominated cotton textile production in Asia for many centuries. The growing popularity of Indian luxury cotton goods during the seventeenth century encouraged the European trading companies to order goods in India especially designed for the European market. These goods were initially heavily influenced by Indian designs. Beginning in the seventeenth century, English entrepreneurs, encouraged and supported by government efforts to promote domestic industry and employment, began to develop its own silk and cotton manufacturing industries. A growing demand for cotton goods, and aided by tariff protection in the eighteenth century, encouraged technological innovation in Britain. By the late eighteenth

century, Britain had become the world leader in cotton textile production and the cotton industry constituted a key component of Britain's industrial revolution.

Calico painting and printing in South India



Maxine Berg, *Luxury and Pleasure in Eighteenth-Century Britain*, Oxford: Oxford University Press, 2005, p. 63.

Watercolor of wood-block printing technique in India, c. 1820. British Library



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, p. 13

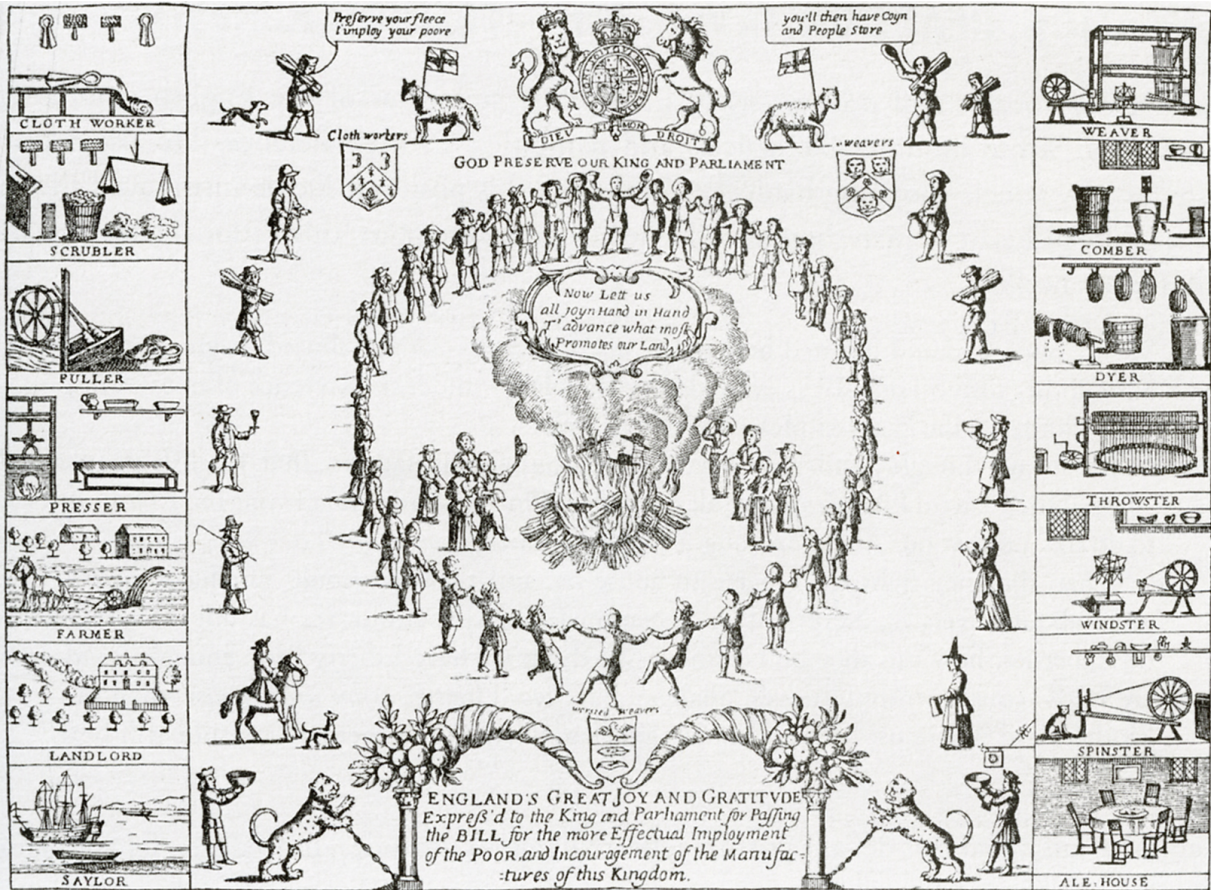
Cotton fragment, block-printed, made in Gujarat, western India, excavated in Fustat (Old Cairo),
14th century, Victorian and Albert Museum, London



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, p. 19

Beginning in the seventeenth century, English entrepreneurs, encouraged and supported by government efforts to promote domestic industry and employment, began to develop its own silk and cotton manufacturing industries. A growing demand for cotton goods, aided by tariff protection in the eighteenth century, encouraged technological innovation in Britain. By the late eighteenth century, Britain had become the world leader in cotton textile production and the cotton industry constituted a key component of Britain's industrial revolution.

England's Great Joy and Gratitude
 A broad sheet promoting employment in Britain, printed c. 1720



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, p. 19

Cotton palampore (bedcover or hanging), made in Gujarat, India, embroidered in silk thread in chain stitch, c. 1700-20, Victorian and Albert Museum, London



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, plate 3.

Brook Taylor, mathematician, c. 1720, attired in a blue and white striped (cotton?) bamyán, National Portrait Gallery, London.



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, plate 9.

Banyan or gown, painted cotton, lined with red and white checked cotton, mid 17^{00s}, textiles made in northwest India, Rijksmuseum, Amsterdam



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, plate 8.

Indian painted petticoat, c. 1725, textile made on the Coromandel Coast, India, Victoria and Albert Museum



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, plate 10.

Printed cotton gown of English-made cloth, lined with linen, hand-sewn, c. 1785, Victoria and Albert Museum



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, plate 11.

Advertising British textiles
A St. Giles Beauty, 1784, The Lewis Walpole Library, Yale University



Beverly Lemire, *Cotton*, Oxford and New York: Berg, 2011, plate 13.