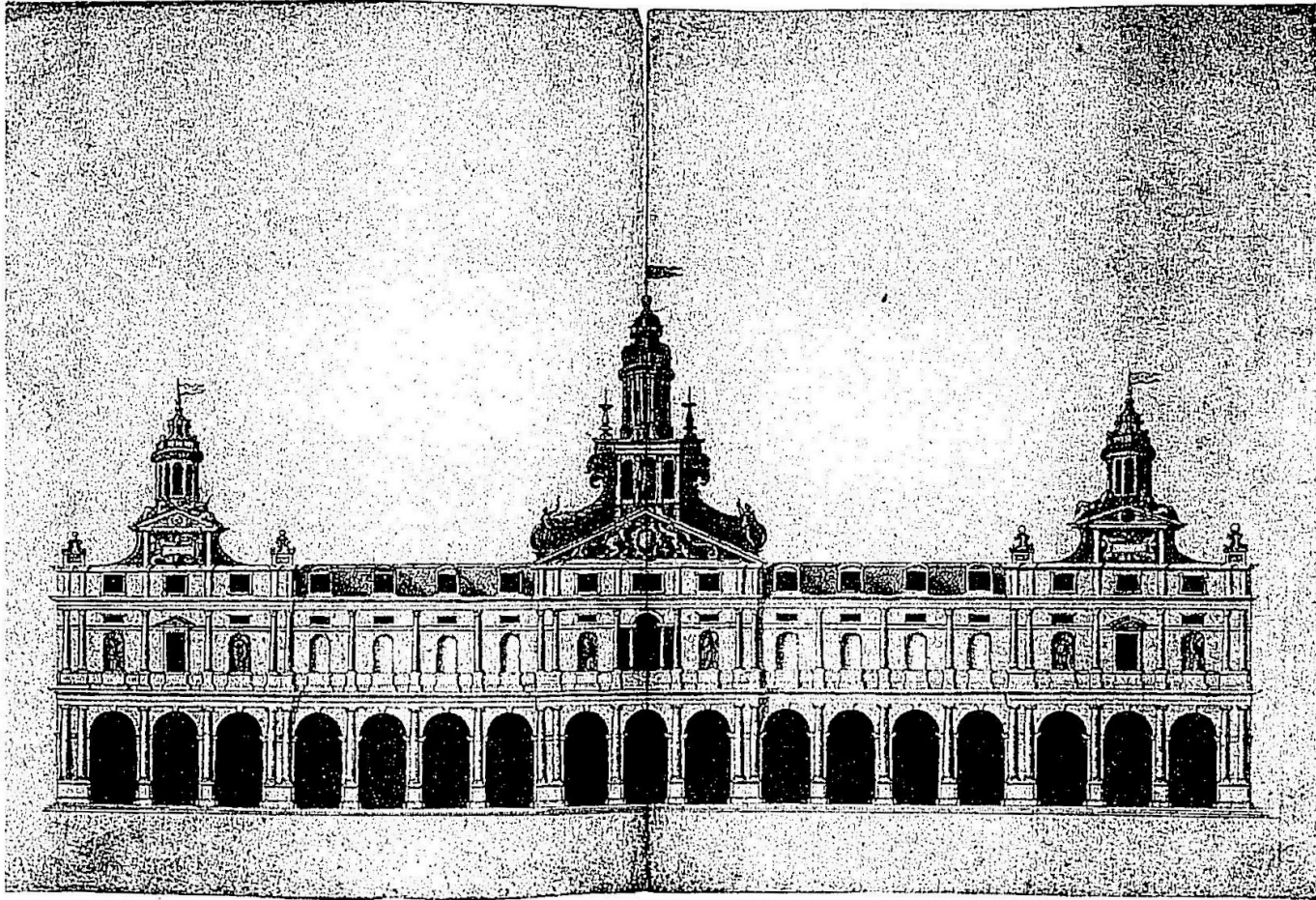


Inigo Jones' design for the New Exchange, London, 1608



The New Exchange in London opened on the Strand in 1609. It was the premier luxury shopping center in London's new West End. For almost 100 years, it featured such imported luxuries as porcelain, silks, as well as books, prints, feathers, accessories and other luxury products. It was not only what we would call a luxury shopping mall but a center of entertainment and a place of sociability for the rich and well-connected. See Linda Levy Peck, *Consuming Splendor: Society and Culture in Seventeenth Century London*, Cambridge: Cambridge University Press, 2005, pp. 46-61.