

# **Fashion and Orientalism**

**Dress, Textiles and Culture from the  
17th to the 21st Century**

**Adam Geczy**

B L O O M S B U R Y

LONDON • NEW DELHI • NEW YORK • SYDNEY

# Contents

<b>List of Illustrations</b>	<b>xi</b>
<b>Introduction</b>	<b>1</b>
<b>1 Early Orientalism and the Barbaresque</b>	<b>15</b>
Luxury Textiles and the Beginnings of the Silk Trade	17
Venice	21
Textiles in Western Europe	24
Cotton and Chintz	25
Charles II and the Origins of the Vest	31
Chinoiserie and Orientalism in Louis XIV's France	34
<i>Lachinage</i> and the Visit of the Siamese	
Ambassadors in France	37
<b>2 1690–1815: Chinoiserie, Indienne, Turquerie and Egyptomania</b>	<b>41</b>
Textiles	44
Banyans and Fans	48
Chinoiserie Design and Art	57
Masquerade	59
Theatre and Music	61
Institutionalizing Turquerie	63
Mary Montagu and the Special Case of Masquerade	67
Late-eighteenth Century and the Revolution	72
Egyptomania	80
Military Costume and Weaponry	82
<b>3 1815–1871: Turkophilia, Afromania and the Indes</b>	<b>85</b>
Bohemianism	91
Travellers, Adventurers and Exiles	96
Cashmere Shawls	100
Paisley	105
British Orientalist Textiles and Design after 1851	106

	Arthur Lazenby Liberty	108
	Other Women's Fashions before Couture	110
<b>4</b>	<b>1868–1944: The Japoniste Revolution, the Deorientalizing of the Orient and the Birth of Couture</b>	<b>114</b>
	Japonism and the Kimono	116
	Deorientalizing Japan	124
	Deorientalizing Turkey	129
	Couture, Art and Costume: From Poiret to the Ballets Russes	136
	Paquin	147
	Fortuny	148
	The Interwar Years: The Orient in Early Film	150
<b>5</b>	<b>1944–2011: Postwar Revivalism and Transorientalism</b>	<b>154</b>
	Hippies and Counterculture in the 1960s and 1970s	159
	Perfume	164
	The New Japanese Revolution in French Couture	168
	Postmodern and Contemporary Couture	174
	Reorienting and Self-orientalizing the Orient	182
	The Burqa Wars	190
	<b>Conclusion: The Revenge of China</b>	<b>197</b>
	<b>Notes</b>	<b>201</b>
	<b>Bibliography</b>	<b>227</b>
	<b>Index</b>	<b>241</b>