



# Luxury and Pleasure in Eighteenth-Century Britain

By Maxine Berg

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*Luxury and Pleasure in Eighteenth-Century Britain* explores the invention, making, and buying of new, semi-luxury, and fashionable consumer goods during the eighteenth century. It follows these goods, from china tea ware to all sorts of metal ornaments such as candlesticks, cutlery, buckles, and buttons, as they were made and shopped for, then displayed in the private domestic settings of Britain's urban middling classes. It tells the stories and analyses the developments that led from a global trade in Eastern luxuries beginning in the sixteenth century to the new global trade in British-made consumer goods by the end of the eighteenth century.

*Luxury and Pleasure in Eighteenth-Century Britain* is cultural history at its best, built on a fresh empirical base drawn directly from customs accounts, advertising material, company papers, and contemporary correspondence. Maxine Berg traces how this new consumer society of the eighteenth century and the products first traded, then invented to satisfy it, stimulated industrialization itself. Global markets for the consumer goods of private and domestic life inspired the industrial revolution and British products "won the world."

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#### Review

‘Review from previous edition She aims to re-connect product and process, and succeeds triumphantly. Massive detail, briskly summarized, is subordinated to a series of arguments that give this powerful but combative work its freshness.’

Toby Barnard, TLS

#### About the Author

Maxine Berg is Professor of History at the University of Warwick where she has taught since 1978. She is also Director of the Warwick Eighteenth-Century Centre and has recently become a Fellow of the British Academy.

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